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BROADCASTING TELECASTING

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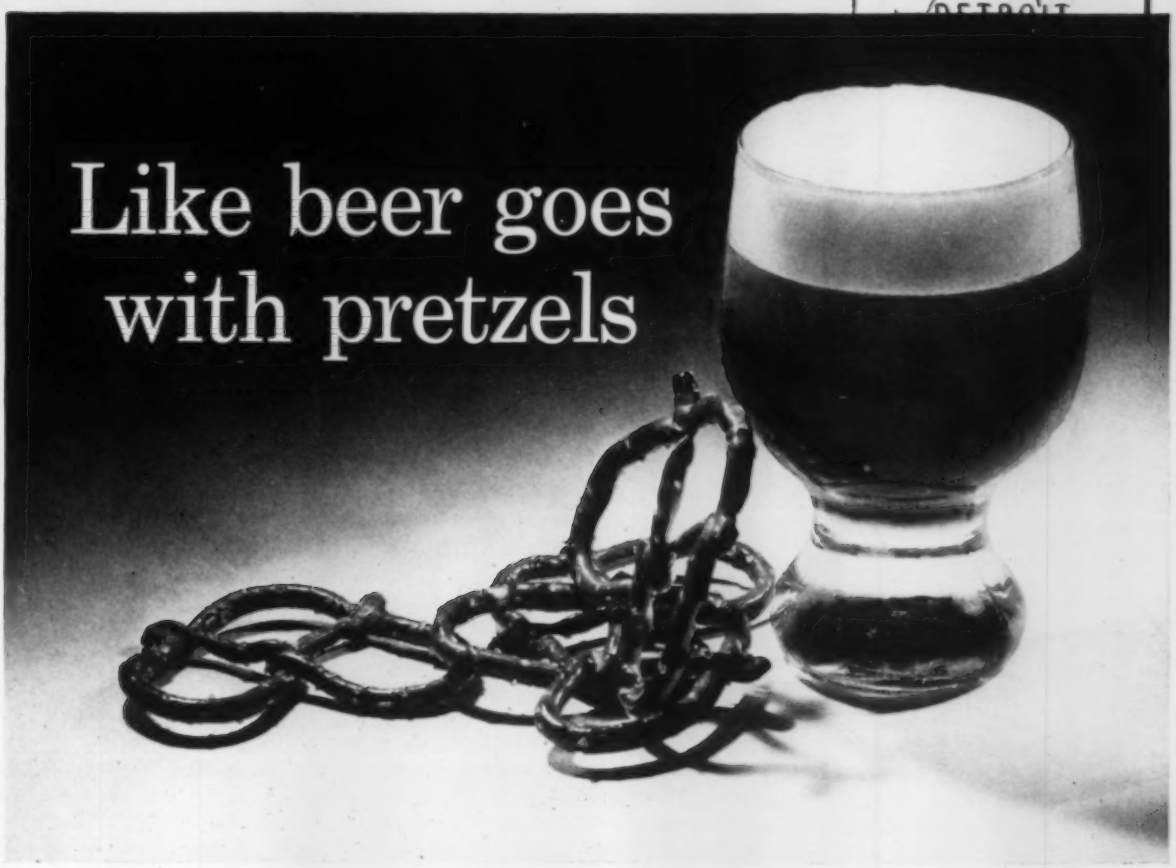

That's how *low-cost results* go with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

THIS ISSUE:

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...V's Bigness
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...arket Sales
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21ST

...Newsweekly
...Radio and
...Weekly
year

50,000 Calls on grocers made Sure

"OPERATION GROCER" is Right

Right in the way it combines powerful radio, grocer-group newspaper, and point-of-purchase activity!

Right in the way it focuses all three of these at a specific time, in behalf of your product!

Right in the way your product benefits from this concentrated advertising-merchandising plan, week after week after week.

There's a complete brochure waiting with your name on it the minute you call or wire (don't wait to write). A WLS salesman or a John Blair man is ready to explain how easily and economically *you* can profit from the advertising-merchandising plan that was *fully tested and proved* all through the summer of 1951—the advertising-merchandising plan that is now ready . . . and *right* for your grocery-sold product. Call *today* about

"OPERATION GROCER"

originated by the radio station that gave you **FEATURE FOODS**—*Dinner Bell Time*—**SCHOOL TIME**—*and the one and only* **NATIONAL BARN DANCE**—

WLS The PRAIRIE FARMER STATION

1230 WEST WASHINGTON BOULEVARD CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Some public answers to our mail:

q: What advantages will I get from the use of NIELSEN COVERAGE SERVICE?

a: NCS will give you extensive, up-to-date data on the geographic spread of your station area, the size of your audience, the depth of your coverage, frequency of listening, the characteristics of your listeners, area marketing information.

---

q: What data can I get on my competition?

a: Your competitive standing against other stations locally, and against stations coming in from "outside."

---

q: Can my total station audience be broken down by TV and non-TV homes?

a: Yes. Subscribers to the Comprehensive Report can have it broken down this way, area by area. Subscribers to the Basic Report will be able to classify their audiences as being in TV or non-TV counties.

---

q: If the network with which I'm affiliated subscribes, although I don't, am I entitled to use NCS data for promotional purposes?

a: No. Such use is not permissible.

---

q: Since I operate only until sundown, my rate card includes evening rates. Must this be included in the calculation of NCS price?

a: No. In such cases, price is based on your daytime rate only and there is a special minimum for such stations.

---

q: What's the next step?

a: Send in your order now, qualify for the pre-publication discounts, and get the most thorough, accurate measurement of audiences at your command:

NIELSEN COVERAGE SERVICE

A Service of A. C. Nielsen Company
World's Largest Marketing Research Organization

---

500 Fifth Avenue, New York 36, N. Y.
2101 Howard Street, Chicago 45, Ill.

ished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

WGAL

LANCASTER, PENNSYLVANIA

AM
TV
FM

30 years of public service

WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.

Represented by

ROBERT MEEKER, Associates

New York Chicago San Francisco Los Angeles

at deadline

CLOSED CIRCUIT

OW MUCH has ABC-United Paramount erger proceedings cost ABC radio and TV tworks in potential business losses? Edu- ted guess by one key official: $10 million rth of business which would have gone net- rks' way if it had not been for uncertainty to what ultimately would be decided.

HO COMPLAINED to White House about cFarland Bill (S 658) to revamp FCC pro- dures? That's question stumping Chmn. Paul Walker. Last Thursday he asked FCC mem- rs individually and collectively about pur- rted complaint which resulted in White House quest to withdraw bill from calendar only have it returned for consideration tomorrow uesday). Answers were all negative (see ry page 29).

N RATE front, there's all sorts of specula- n about what's upcoming. There's talk of dical revision of network operations. One ggestion is that networks discontinue reg- r service after 6 p.m., permitting affiliates make own arrangements on lines and service er that hour (see story page 23).

LTHOUGH FCC last week unanimously re- nded its "blacklisting" action wherein sev- l important stations were placed on tem- rary renewal, FCC legal staff is still moping. fort to have FCC approve statements, nota- answering editorial (FCC Black Magic) in e 9 issue of B•T proved futile.

NG CROSBY, seeking means of diversifying holdings (he now heads Bing Crosby Enter- ses Inc.), has joined with Kenyon Brown, ner of KWFT Wichita Falls, in acquisition 80% of Westex Boot Co., makers of fancy wboy boots. It's understood Crosby-Brown mbination contemplates TV station enter- ses in West, with application for VHF annel 8 at Monterey, Calif., already in works.

EAT INDEPENDENT theatre television in- rests intend going all out in applications for prior to July 1 filing deadline was indi- ed last week. It was ascertained that in e Washington law office alone, dozen such plications are being readied for filing.

NDLINGER & Co., of Radox fame, has been mmissioned by United Paramount Theatres . (wholly apart from projected merger with BC now awaiting FCC decision) to tackle st comprehensive survey of concentrated tropolitan area ever undertaken. Area is thin Philadelphia involving one million peo- e and is first of 40-market study to be made overall listening, looking, motion picture, d reading habits. Study now in fifth week 14-week project, already has resulted in liminary conclusion that radio station ad- tising will do more to boost motion picture office than any other medium. Conclusion that judicious use of radio can increase tion picture patronage.

DVANCE MEETING of CBS affiliates group ich arranged July 1-2 conference with CBS network crisis, meets today (Monday) in troit to discuss preliminary planning. Group

(Continued on page 6)

P&G RENEWS SIX SHOWS ON NBC

PROCTER & GAMBLE Co. has renewed six NBC five-a-week daytime programs for another year, representing annual gross billings of $5,649,332 and bringing amount of new and renewed sponsorships on NBC radio network since Jan. 1 of this year to annual gross billings total of $24,361,290, John K. Herbert, NBC vice president in charge of radio network sales, announced Friday. Of total, $5,067,701 represents new business and $19,293,589 renewals, he said.

Programs renewed by P&G, all effective June 30, are: *Welcome Travelers* (10-10:30 a.m.) and *Life Can Be Beautiful, Road of Life, Pepper Young's Family, Right To Happiness, Backstage Wife* (3-4:15 p.m.), all broadcast Monday through Friday. With *Young Dr. Malone* and *Brighter Day*, which starts June 23 for this company (Mon.-Fri., 9:30-10 a.m.), P&G has eight programs on NBC radio, representing annual gross billings of $7,326,000.

P&G renewals, on heels of company's new program purchases, are "heartening evidence of the ability of network radio to attract the wise advertiser," Mr. Herbert said. "We of the NBC radio network are happy that the nation's largest advertiser is leading the way in utilizing radio's mass-coverage-at-low-cost effectiveness."

FCC REBROADCAST ORDER CHALLENGED BY CBS

FCC's "legalized larceny" order aimed at program property rights should be postponed to give networks and stations chance to be heard, CBS stated in brief filed with FCC late Friday. Order handed down last month [B•T, May 19] will increase FCC workload, it was stated (early story page 49).

CBS contends order, which makes stations justify refusal to permit rebroadcasts, amounts to legislation and contends Commission cannot issue rule that supersedes explicit Congressional language merely on ground broadcast business is different today than when law was passed.

Conflict with Federal Reports Act cited by CBS, which added that competitors are free to make indiscriminate and nuisance requests. Requesting party not required to fill out similar reports, CBS notes, asking FCC to omit any reference in rule that places license in jeopardy.

TOM C. GOOCH DIES

TOM C. GOOCH, 72, chairman of board, KRLD-AM-FM-TV Dallas, and publisher of *Dallas Times Herald*, died at 6:45 a.m. Friday at his Dallas home after illness of 10 weeks.

Mr. Gooch spent half-century helping build Dallas and for over 30 years had waged fight in Southwest for better journalism. He had national reputation as vigorous, fair and progressive editor and publisher.

He was born in Bonham, Texas, Jan. 25, 1880, son of Harold and Mattie R. Gooch. His great grandmother, Mrs. Mabel Gilbert, was first white woman to arrive in Dallas soon after establishment of Republic of Texas. He was Episcopalian and 32d degree Mason. His wife, Mrs. Lula Flateau Gooch, survives.

BUSINESS BRIEFLY

RAILWAY COMMENTARY ● Chesapeake & Ohio Railway Co., Cleveland, through Robert Conahay & Assoc., N. Y., planning 15-minute commentary program to be placed locally in cities where railway runs, starting July 2 for 13 weeks. Program will be taped by agency in New York and sent to stations.

FILMS FOR SINGER ● Singer Sewing Machine Co., N. Y., understood to be buying film program *Four Stars* to be used half-hour, alternate weeks. Price is said in neighborhood of $20,000. Network and time not yet determined. Young & Rubicam, N. Y., is agency.

BABBITT BIDDING ● Number of agencies are bidding for $3 million Babbitt & Co. (Bab-O) account, resigning from William H. Weintraub & Co., N. Y., effective July 1. Duane Jones & Co., as well as Harry B. Cohen Adv., are among those in running

SPOT FOR HOSIERY ● Ring Clear hosiery, Boston, through Arnold & Co., that city, buying spot radio announcement campaigns in half-dozen major cities.

RADIO FOR STARCHES ● Hilton & Riggio, N. Y., has recommended spot radio in half-dozen markets for Hood Chemical Co.'s starches. Decision expected in fortnight.

ALLEN ON TV ● Lennen & Mitchell, N. Y., understood to be actively interested in placing new Fred Allen panel show on NBC-TV for its clients, Lehn & Fink.

RTDG CONTRACT WITH NETWORKS

THREATENED STRIKE by New York local of Radio & Television Directors Guild (AFL) was averted when union membership meeting approved terms of 22-month contract with ABC, NBC, CBS, DuMont and Mutual covering radio and TV directors, associate directors and floor managers, union announced Friday. Union authorized its negotiating committee to finalize settlement "if satisfactory contracts can be concluded for free lance TV directors and for network staff personnel in Hollywood, Chicago, Cleveland and Pittsburgh," union reported.

New network contracts provide wage increases of 14% to 21%, with new minimums of $90 for AM local director, $115 for AM associate director, $165 for AM network director, $150 for TV local director, $120 for TV associate directors and floor managers, $175 for TV network directors, subject to WSB approval.

Pact also provides for eight-hour work day for associate TV directors and floor managers, two consecutive days off for AM local directors and both AM and TV network associate directors and floor managers, national guild shop, specific job definitions, military and maternity leaves, removal of "kick-back" clause for TV directors, improved credits for TV director, banning of per diem employment, penalty time provisions distinguished from overtime and improved lunch hour conditions, union said.

for more AT DEADLINE turn page

XUM

at deadline

NARTSR STANDARDIZES TV IDENTIFICATION

TO SPEED standardization of TV station identification requirements, NARTSR Thursday asked stations for rapid acceptance of four points agreed on by NARTSR TV committee and New York agency group and approved by NARTSR board. Points are:

"1. Trade name of ID segment—It was agreed that for purposes of standardization and definition of spot as specific segment of time these spots would be identified by agencies, as well as stations, as 10-seconds even though actual commercial and station ID portion totalled only 8-seconds.

"2. Position of station ID audio — It was agreed that position of audio portion of station identification would follow audio portion of commercial.

"3. Position of station ID on screen: Agencies agreed to utilize three-quarters of screen area, leaving upper right quarter of screen area for station identification.

"4. Timing: Actual timing would be:
1½ seconds (36 frames)—Open
6 seconds—commercial audio
2 seconds—Station identification audio
½ second (12 frames)—Close"

WWXL SOLD

PURCHASE of WWXL Peoria, Ill., for $17,050 was announced Friday by Hugh R. Norman, manager-owner of KSTT Davenport, Iowa, and Walter Kean, Riverside, Ill., consulting engineer. New owners made $17,050 bid for property after bankruptcy court turned down $11,000 bid made last April by Cecil W. Roberts, president of KREI Farmington, Mo. WWXL has been silent since early this year. It holds license for 1590 kc with 1 kw daytime. It is owned by Central Illinois Radio Corp.

FLYNN PROMOTED BY CBS

HENRY FLYNN, assistant sales manager, promoted to eastern sales manager of CBS Radio Spot Sales. With CBS since 1939, except for war service in Navy, Mr. Flynn has served as network salesman in Los Angeles, as manager of Los Angeles office of CBS Radio Sales, moved to New York in 1949 and has been assistant sales manager of CBS Radio Spot Sales since last October.

WFRO SEEKS CHANNEL

SECOND petition for rule making to add TV channel to town with no assigned channels under FCC Sixth Report [B•T, April 14], expected to be filed today (Monday). WFRO-AM-FM Fremont, Ohio, will request that UHF Channel 59 be assigned there. Originally, UHF Ch. 59 was assigned to Sandusky, Ohio, but under Sixth Report that city got Ch. 42 instead. First petition to allocate channel under provision of 15-mile rule came from Dr. Forbes Farms Inc. [B•T, June 9]. WFRO attorney is Abe L. Stein, Washington.

WVOP NOW MUTUAL

WVOP Vidalia, Ga., joined MBS, with affiliation effective June 15, General Manager Howard C. Gilreath announced Friday. Station, on 1450 kc with 250 w, was formerly affiliated with LBS until that network ceased operations.

In this Issue—

What's the future of network radio? A special BROADCASTING • TELECASTING analysis shows how the present radio network crisis developed and how management hopes to pull the patients through. *Page 23.*

New radio survey in Louisville shows that despite great gains of television radio is bigger than ever. In past year radio set ownership has increased by .56 sets-per-family. People are listening to radio avidly in places TV can't reach. *Page 26.*

Five court actions filed in challenge of FCC's Sixth Report and Order, lifting the television freeze. Though each of the suits attacks only those portions of the report pertaining to their own areas, some of the legal arguments advanced seem to have a bearing on allocations elsewhere. *Page 73.*

If it keeps on with its present system of selling, television may price itself out of the advertiser's reach. Maybe it ought to revise its techniques to sell time as magazines sell space. These are thoughts of a leading advertiser, expressed to the Advertising Federation of America. *Page 74.* For other news of AFA convention see *Page 30.*

Five national advertisers drop fall television network programs and will reallocate the budgets to radio and television spot campaigns. *Page 25.*

NARTB radio and television boards plan vigorous campaign against growing trend toward censorship of broadcasting. *Page 28.*

In this feverish political season, television is alternately blasted and blessed by politicians and political commentators. Both radio and TV will play bigger roles in this Presidential year than broadcasting ever played before. *Page 29.*

McFarland Bill to rewrite the Communications Act is yanked from the House calendar and then replaced, amid rumors that the FCC elements which oppose the measure had put pressure on the White House to stall off a House vote. *Page 29.*

CBS asks FCC to sever the proposed merger of ABC and United Paramount Theatres from over-all Paramount hearing and approve CBS acquisition of WBKB (TV) Chicago, owned by United Paramount's Balaban & Katz. DuMont, however, opposes severance of the case from the Paramount hearing. *Page 73.*

Britain takes first step toward introduction of commercial television competition to the BBC monopoly. *Page 44.*

Upcoming

June 16-18: National Assn. Radio Farm Directors, Raleigh Hotel, Washington.
June 16-19: National Advertising Agency Network, Skytop Lodge, Skytop, Pa.
June 19-20: North Carolina Assn. of Broadcasters, The Carolinian, Nags Head, N. C.
(Other Upcomings page 97)

Closed Circuit

(Continued on page 5)

of nine also will meet June 30 in New Y with CBS Radio Affiliates Advisory Board p paratory to two-day sessions. It's likely registration fee will be charged to cov with possible legal requirements, this be considered on advice of counsel.

EXPECT government to withhold plans to lax controls on construction. Steel strike NPA officials worried, with some feeling controls may have to be tightened temporar not relaxed. Although withholding of sch uled easements will only affect general c struction, radio-TV project approvals last w (see story on page 59) may be revised a

HIGH NETWORK brass has been trekking Washington during past fortnight becaus complications over FCC's interpretation Section 315, governing equal time for politi candidates for public office. Fortnight a CBS Acting President Joseph H. Ream c ferred in Washington over Taft-Kefauver p test against Eisenhower appearances, dema ing equal time, and last week NBC Presid Joseph H. McConnell was in town for u purpose and during course of visit, saw b Taft, as well as FCC officials.

WISECRACK of week: When Joseph H. M Connell, NBC president, and F. M. Russ NBC Washington vice president, called u Sen. Taft last Monday to discuss with h class of time to offset Eisenhower Kansas c erage, Mr. Russell commented NBC could g guarantee to give him a Kansas rainstor Quipped Taft: "We'll waive that."

ADDITIONAL APPLICATIONS

EIGHT new and amended television stati applications filed Friday at FCC. One reque for channel change for existing station w also filed (see early story page 75). TV app cations since April 14 total 84. Submitted FCC Friday were these requests:

KLZ Denver, Ch. 7, ERP 72.5 kw visual, antenn height above average terrain 928 ft., cost $440,00
WHOO Orlando, Fla., Ch. 9, ERP 277 kw visu antenna height 484 ft., cost $324,415.
Empire Coil Co., Tampa-St. Petersburg, Fla., U Ch. 38, ERP 263 kw visual, antenna height 48 cost $391,700. (Empire Coil Co. is licensee of WX (TV) Cleveland.)
WBOK New Orleans, UHF Ch. 26, ERP 75.2 visual, antenna height 419 ft., cost $285,894.
WWL New Orleans, Ch. 4, ERP 100 kw visual, a tenna height 710 ft., cost $545,539.
WDAY Fargo, N. D., Ch. 6, ERP 65 kw visual, a tenna height 460 ft., cost $344,000.
WNOW York, Pa., UHF Ch. 49, ERP 95.8 kw visu antenna height 473 ft., cost $176,500.
WAIM Anderson, S. C., UHF Ch. 58, ERP 200 visual, antenna height 378 ft., cost $401,444.
WCPO-TV Cincinnati, Ch. 9, ERP 316 kw visu antenna height 665 ft., cost of change $20 (change *from* Ch. 7 with ERP 24 kw, required un Sixth Report & Order, B•T, April 14).

Meanwhile, *Oklahoma City Oklahoman* a licensee of WKY-TV Oklahoma City, Okl Friday announced intention to file for Ch. for Wichita, Kan.

MAGAZINE ADS UP

MAGAZINE advertising in May up 14.7 over last May—$54,747,430 this May to $4 728,383 for May of 1951, Magazine Advertisi Bureau reported Friday. Cumulative Januar May dollar volume of magazine ads up 11.4 this year over last. MAB also reported S day newspaper supplement ad volume for fi five months of this year down 11.3% fr same period of 1951.

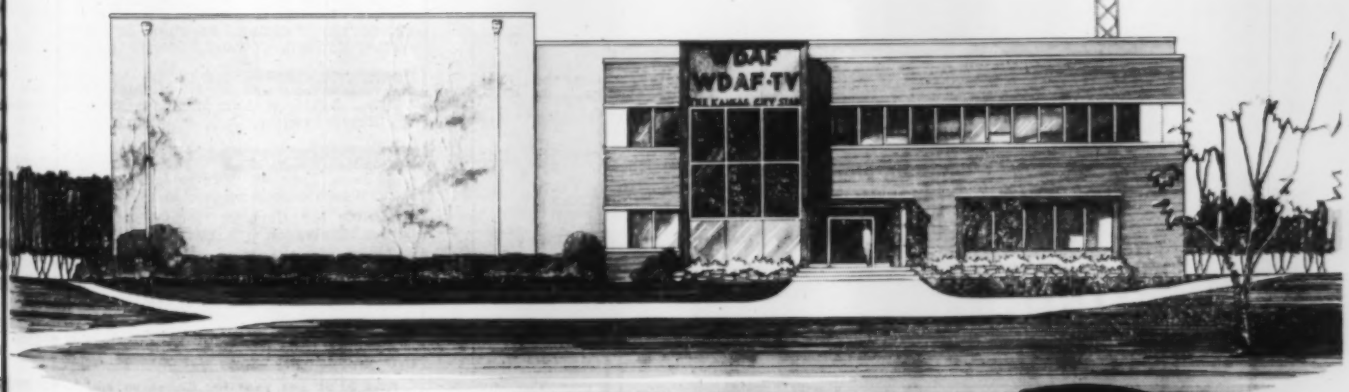
for more AT DEADLINE see page 106

A New and Magnificent Home for

WDAF
WDAF-TV
Kansas City

The last word in design, construction and equipment . . . spacious, inviting studios, offices and control rooms . . . a four-to-one increase in physical capacity.

Behind these ultra-modern facilities stands the time-tested WDAF and WDAF-TV staffs, top-rated for successful, high-caliber programming.



WDAF ★ WDAF·TV KANSAS CITY, MO.

THE MID-WESTERN STATIONS KEYED TO COMMUNITY SERVICE

Owned and Operated by The Kansas City Star Company

3 ways best in Indianapolis

WIBC

Indiana's First and *ONLY*

50,000 WATT STATION

▶ WIBC's 50,000 watt coverage offers you friendly contact with 1,077,356 radio families in Indianapolis and the surrounding 70 county area.

▶ WIBC consistently outpulls all other Indianapolis stations. More advertisers use WIBC exclusively than all other Indianapolis network stations combined. That's due to intelligent programming and high rated shows with loyal followers.

▶ WIBC's rates are on the same general level as other local stations, and definitely the lowest of any 50,000 watt station in this area.

▶ **Only on WIBC do you get these three big advantages. Call or see your John Blair representative.**

Buy today . . . sell tomorrow!

WIBC 1070 KC

The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana

John Blair & Company, National Representatives

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: Harold Hopkins, John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Pat Nickens, Don Mortimer, Jean S. Henry, Hilda Toler; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Sales Manager;* George L. Dant, *Ads. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Ernest Ostro, Joan Sheehan; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth D. Ebert, Ernest Kanelopoulos, Elwood M. Slee, Edward McDonald.

NEW YORK BUREAU 488 Madison Ave., Zone 22. *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

7,000 more people for dinner tonight!

Every night the *U. S. A.* sits down to dinner, there are 7,000 *more people* reaching for the meat platter. This is like adding a city about the size of Providence, Rhode Island, every *month*, or a state about the size of Indiana every *year.*

With an average population gain that large, every year's meat supply *has* to be larger than that for the year before—or everybody would have to be satisfied with a smaller serving.

But *nobody* wants smaller portions. Nearly everybody wants *more* meat. That means we must grow more meat animals on America's farms and ranches. It means that the meat packing industry must be able to expand its plants and facilities in pace with the country's need for meat.

It means that production must be encouraged. The best way to do this is to let the economic laws of supply and demand operate freely.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

THE WORLD'S GREATEST SALESMEN WILL WORK FOR YOU — FOR NOTHING!

RIGHT OR LEFT —
RIGHT OR WRONG —
THEY MAKE NEWS REALLY HOT

BUY NEWS IN THIS ELECTION YEAR!

BUY NEWS IN THIS ELECTION YEAR ON ANY OF THESE GREAT STATIONS

Memo from
PETRY PROMOTION

TO: All Men - All Offices

FROM: Promotion

We are passing along the attached doodle by our Chicago Sales Manager not because it reflects his (or our!) political leanings but because it pretty well illustrates a terrifically timely and potent way of using Spot Radio.

EDWARD PETRY & CO., INC.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA*	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC*	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix	ABC
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the *TEXAS QUALITY NETWORK*

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

488 MADISON AVE., NEW YORK 22, N. Y. MU 8-0200

CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS

"HIATUS" pays dividends in the TOLEDO area

Why do national sponsors take a Vacation from SALES? Local sponsors for years have financed trips to Florida by snapping up your "HIATUS TIME" because they know that listening and sales pick up in the WSPD area during the summer months. Toledo is the heart of the Lake Erie Vacationland — all summer long transient dollars pour into local coffers. In Southern Michigan with its hundreds of lakes and thousands of vacationists — the blanketing Voice Of Radio is WSPD. This summer be wise — capitalize on WSPD's coverage in Vacationland . . . sell the pleasure spender the "Speedy Way" by keeping your "HIATUS TIME" on Ohio's Pioneer Station WSPD.

WSPD AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ

agency

WILLIAM J. GRIFFING and **NORMAN H. STROUSE** elected board of directors of J. Walter Thompson Co., N. Y. **JAMES CLARKSON Jr.**, **HERBERT G. DRAKE**, **HENRY C. L. JOHNSON**, **EDMUND C. RICE**, **EDWARD N. ROBINSON** and **HENRY M. JACKSON**, elected vice presidents.

EARL WENNERGREN appointed radio-TV director, MacGruder, Bellwell, Kostka Inc., Denver.

ROLAND ISRAEL to Aitkin-Kynett Co., Phila., as account executive.

WALTER M. SWERTFAGER, vice president, director and member plans board, Lennen & Mitchell, N. Y., named chairman of executive committee of Lennen & Newell, same city [B•T, June 2].

SCHULTZ & ASSOC. Adv., Portland, changes to **SCHULTZ & BAILEY Co.**, headquartered at 1217 Southwest 19th St. **THOMAS N. BAILEY**, KPOJ Portland, purchased interest in agency which was owned by **ERNEST SCHULTZ.**

RUTH BURKE SAMMIS, copy director, *American Home* magazine, Grant Adv., N. Y. as publicity coordinator for Silex Co. account.

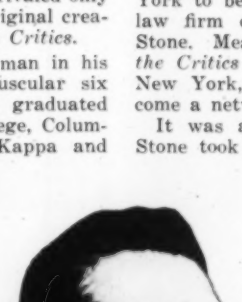
on all accounts

MARTIN STONE, president of Kagran Corp., New York, is perhaps one of the most distinguished men in the industry, and one to whom distinctions have come with a frequency rivaled only by the awards to his original creation, *Author Meets the Critics*.

Mr. Stone, a young man in his mid-thirties, and a muscular six feet, two inches, was graduated from St. Stephens College, Columbia U., a Phi Beta Kappa and *Sig Cum Laude*. He was an All-American soccer player in 1935.

Turning down the prospect of a Rhodes Scholarship, he matriculated at Yale Law School, where he captured scholarships his first three years. Upon graduating, he was selected to serve as law secretary to Chief Justice Irving Lehman of the New York Supreme Court.

It was while in Albany with Chief Justice Lehman that he first conceived *Author Meets the Critics*. The program later moved to New York. Its creator meanwhile moved to Washington in 1942 to become a legal aide to Secretary of State Edward R. Stettinius, working on the administration of lend lease. That year he enlisted in the Navy, where part of his assignment was to [illegible] on the legal aspects of President Roosevelt's speeches and messages.



Mr. STONE

In 1946, upon his release from the Navy, he returned to New York to become a partner in the law firm of Cohen, Bingham & Stone. Meanwhile, *Author Meets the Critics* had moved to WOR New York, and by 1947 had become a network show (NBC).

It was at that time that Martin Stone took leave of absence from his law firm — which has persisted to the present day — his radio and TV successes have eliminated more and more of his time and energies.

Author was taken over by General Foods in a TV version (Sunday, 8 p.m. NBC-TV). Several months later Martin Stone sold another television program, *Americana*, to Firestone Tire & Rubber Co. (NBC-TV). At the end of the season year, he and Howdy Doody Smith began the fabulous *Howdy Doody* association on NBC-TV.

By the following year, Martin Stone's properties also included *Gulf Road Show* on television, *Room 416* on radio, and *Something Ought To Be Done*, also on radio. In addition to his radio and TV

(Continued on page 95)

beat

Y S. WARREN Jr., account executive, D. P. Brother & Co., Detroit, ted vice president in charge of general creative groups.

NNETH HARRIS, radio-TV staff, W. B. Doner Co., Chicago, to Earle dgin & Co., same city, in merchandising department.

RL LINES, W. W. Garrison Co., Chicago, to Casler, Hempstead & Han-d, that city, as vice president-account executive.

HN L. LANGHEIM, Guenther, Brown & Berne, Cincinnati, pro-ted to assistant treasurer.

T. DANIELS and HARRY HILL announce formation of DANIELS & LL Adv., Denver. Office is at 204 Enterprise Bldg.

UDREY GILL, space and radio writer, Benton & Bowles, N. Y., to NHC-AM-TV New Haven, Conn., as publicity director. She succeeds SEPH ROBINSON, appointed head of station's new merchandising ision.

AUL B. PHILLIPS, radio-TV director, Aitkin-Kynett Co., Phila., ted a director of board of governors of Television Assn., that city.

ALTER R. STONE, copy chief, Peterson & Kemper, N. Y., to copy f, Morey, Humm & Johnstone, that city. OSMOND T. BAXTER, Rem-ton Rand, to latter agency as copy and contact executive. FRED DA and CHANDLER MESSIMER to MH & J as production manager Rockefeller Center office and sales promotion writer, respectively.

YDE D. CARDER, community relations staff, General Electric Co., WILLIAM J. STEVENSON to public relations staff, Lewis & Gil-n, Phila.

MES H. GILMOUR, director of personnel, Nestle Co., N. Y., to Dancer-zgerald-Sample, that city, as assistant to president in charge of per-nel and office management.

LLIAM C. SCOTT named creative director of sales promotion, Mc-n-Erickson, Chicago.

cMANUS, JOHN & ADAMS, L. A., moved to new headquarters at 9 Wilshire Blvd. Telephone is Webster 3-9569.

ARD & WHEELOCK Co., Phila., elected to membership in American n. of Adv. Agencies.

ARLES M. SWART, senior associate, Raymond Rich & Thomas ine Assoc., N. Y., to public relations staff, Gray & Rogers, Phila.

DERICK A. MITCHELL, program manager, WKRC-TV Cincinnati, N. W. Ayer & Son, Chicago, in radio-TV department. FRANCIS WATERS JR., assistant to president of Assn. of National Advertisers, Ayer public relations staff in New York. DIRK A. WATSON, rejoins r in time-buying department, after tour of duty with Navy.

E RICH, print supervisor of publication media, appointed assistant ia director of Procter & Gamble group for Benton & Bowles, N. Y.

RDON AGNEW, radio-TV consultant to Ben Sackheim Inc., N. Y., staff as radio and television director.

K O'MARA, head of research-promotion, John I. Edwards & Assoc., ywood, father of boy, Thomas Waldron.

ANT Adv. opens offices in Montreal in Dominion Square Bldg. AUDE GARNEAU appointed French director there.

ER KENNEDY, art director, Walter McCreery Inc., Beverly Hills, d by Los Angeles Art Directors Club in annual contest for stimu-g new techniques in graphic arts.

WCBS IG
IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market.* there were 279,436 cars (Sept. 30, 1951†). The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:
* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways
** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts

CBS Affiliate

THE PLUS NETWORK

WINTER'S TALE... with a year-round moral

What is so rare as a blazing hearth in June? A radio network scoring *gains* during the past winter, that's what. And why do we tell you this tale now? These gains can affect your selling plans any time in the year, that's why.

All last winter (November-March, including latest Nielsen reports) an *increasing* share of the total radio audience was tuned to Mutual... an *8% larger* share than in the same months a year ago. And Mutual has the *largest gain* in share of audience among all radio networks.

During these same heart-warming months, advertisers were steadily *adding* investments in Mutual time... *15% more* than a year ago. And Mutual has the *largest gain* in advertiser billings among all radio networks.

Naturally, it takes a full supply of seasoned advantages to keep these unique plusses going... advantages like the world's-largest-network pattern of the most stations in the most markets (nearly double anybody else's).

And because *all* these advantages are stacked and ready for immediate use, we welcome you to a chair beside the PLUS fireplace *now*—to plan for any kind of sales weather to come.

the MUTUAL network of 550 affiliates

and enjoy the scenery. WGST stays on the job in the busy Atlanta Market selling your merchandise to its big loyal audience. We've been here for 28 years and offer you complete know-how to gain additional sales and distribution in the key outlets. Backed by top net and local shows plus an aggressive merchandising plan we present you the key to Atlanta. Contact WGST or our national reps now—then RELAX.

WGST
ABC · ATLANTA
5 000 WATTS 920 KC
NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
CHAS C. COLEMAN

new business

Spot • • •

THYOQUENT Co., Binghamton, N. Y. (skin solution), sponsoring sp and 10 and 15 minute programs in markets where company previou used TV. Contract is for 13 weeks. Agency: Fred C. Zusi, Clifton, N.

MOHAWK CARPET MILLS Inc., Amsterdam, N. Y., to sponsor nati radio-TV spot campaign beginning in mid-September. One minute a nouncements and chain breaks will be used. Agency: Maxon Inc., N. Y.

PONTIAC DEALERS CLUB OF SOUTHERN CALIF., L.A., started i tensive spot campaign on KMPC, KLAC and KFWB, all Hollywood, f 13 weeks from June 2. Agency: McManus, John & Adams, L. A.

WESTINGHOUSE Corp., L. A. (TV sets), started concentrated sp announcement campaign on KECA KFAC KFI that city, KLAC KT KMPC KFWB KHJ Hollywood and KXLA Pasadena, for six weeks fr June 9. Agency: Irwin Co. Inc., Beverly Hills.

Network • • •

DEEPFREEZE APPLIANCE DIV., Motor Products Corp., Chicago, sp Gabriel Heatter, news commentator, on MBS Thurs., 7:30 p.m. EDT f 52 weeks effective June 26. Agency: Roche, Williams & Cleary, Chica

LURR PRODUCTS Corp., L. A. (insecticide), sponsoring *The Answ Man* on Don Lee-Mutual network and *Jack Owens Show* on CBS Ra Pacific Coast network effective today (Monday). Agency: Ra Adv., L.A.

SIMMONS Co., N. Y. (sofas, beds, mattresses), to sponsor *It's News t Me*, news panel show, on CBS-TV alternate Fridays effective Oct. Agency: Young & Rubicam, N. Y.

HAZEL BISHOP Inc., N. Y. (lipstick), to sponsor portion of *All Sta Revue*, NBC-TV Sat., 8-9 p.m. EDT for last three weeks of season effe tive fortnight ago. Agency: Raymond Spector Co., N. Y.

TEXAS Co., N. Y., renews sponsorship of *Texaco Star Theatre*, Sept. 1 for three out of every four weeks on NBC-TV in 63 cities, Tues., 8 p.m. Agency: Kudner Agency, N. Y.

MUTUAL BENEFIT HEALTH & ACCIDENT Assn. of Omaha extend sponsorship of *On the Line With Bob Considine* on NBC-TV 9:45 p.m CT for 13 weeks from Oct. 28. Agency: Bozell & Jacobs, Chicago.

Agency Appointments • • •

ZENITH RADIO Corp., Chicago, appoints Young & Rubicam, N. Y., fo TV and radio products.

LADY'S CHOICE FOODS, L. A. (grocery products), names Milto Weinberg Adv. Co., that city. Campaign starting immediately for firm powdered bleach using radio-TV.

AMBROSE & Co., Denver (Ambrose 7-11 wine), names Bill Bonsib Adv that city. Radio-TV campaign starts this fall.

SINGER SEWING MACHINE Co., appoints McCann-Erickson, Lim Peru, to handle advertising in that country. Radio will be used.

JAYVEE BRAND Inc., Portland (mfrs. infant wear), names Don Dawso Co., that city.

MERRICK MEDICINE Co., Waco, Tex. (Percy medicine), names Stree & Finney, N. Y.

JAMISON BEDDING Inc., Nashville, and **HOLTHOUSE & HARTUP Inc** Waynesboro, Tenn. (tool handles), appoint Noble-Dury & Assoc., Nash ville. Radio and TV will be used.

CHUN KING ORIENTAL AMERICAN FOODS, Duluth and HOUS

(Continued on page 94)

RADIO **WCAU** TELEVISION • PHILADELPHIA

Scores Grand Slam in Annual Radio and T. V. Awards

Variety Showmanagement Award

FOR ORIGINATION OF NETWORK TV SHOWS—"WCAU-TV's recent addition of its fifth and sixth network originations has virtually given the station exclusive property rights to CBS-TV's Sunday daytime schedule."

George Foster Peabody Award

FOR "WHAT IN THE WORLD"—"For the stimulating manner in which it brings noted scholars to the television screen for a delightfully entertaining and informal display of their learning—a superb blending of the academic and the entertaining."

Ohio State Institute for Education by Radio

FOR "FREEDOM REVISITED"—"For a humble and sincere reiteration of principles of positive Americanism that can be utilized as a daily creed; and for the permanence of auto-impulsion on the individual that a thirty-minute radio program can make."

Alfred I. du Pont Awards Foundation

FOR PUBLIC SERVICE RADIO AND TELEVISION PROGRAMMING—"To Stations WCAU and WCAU-TV, for outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and the communities served by it."

Ohio State Institute for Education by Television

FOR "BIG TOP"—"Honorable mention for wholesome entertainment for children at home and skill in capturing the flavor of the circus, a great American tradition."

Freedom's Foundation Award

FOR "FREEDOM REVISITED"—"TO WCAU for its public service radio series representing six radio pilgrimages to the shrines of liberty in the Philadelphia area and reconstructing the epic history of the parts they played in the creation of a free America."

This is the third award from Freedom's Foundation in three years.

General Federation of Women's Clubs

FOR "BIG TOP"—A poll of 11,000,000 members of the General Federation of Women's Clubs voted "Big Top" top honors in television programs for children.

No other station in America has EVER won all these important awards in a single year

RADIO **WCAU** TELEVISION

The Philadelphia Bulletin Stations • CBS affiliate

Represented by CBS Radio Spot Sales and CBS Television Spot Sales

"Operation Heat Wave"

The hottest thing in town these days, outside of Washington's famous summer weather, is WRC's "OPERATION HEAT WAVE." For the first time, WRC is affording its advertisers a chance to make the heat pay off. . . .

If you're selling a seasonal product that moves best when the sun is hottest, here's your chance to buy radio spots in Washington on those "fair and warmer" days only—and save and save in the bargain.

WHEN: From May 25 through September 25.

WHAT: 20-second station breaks.

WHO: Seasonal hot weather products *only*, such as fans, bathing suits and sun tan lotion. (Products subject to WRC acceptance).

COST: It's lower than you think!

For complete details on how to stretch your radio dollars in the Washington market during the summer months, contact the New York office of NBC Spot Sales or the WRC Sales Department.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

RADIO and television teamed up with point-of-sale advertising in Southern California to produce an outstanding promotion in the brewing industry.

Covering a six-week period, Maier Brewing Co., Los Angeles, on behalf of Brew 102 beer, in a wrestler-popularity contest set up by John I. Edwards & Assoc., agency servicing the account, tallied 2,852,842 votes cast at the point-of-sale.

Inviting the public to vote for "King 102, America's Perfect Wrestler," the firm utilized about 15% of its regular weekly spot announcement schedules on KNX and KMPC Hollywood. Also used was part of the 15-minute "cushion" segment on *102 Theatre* and dressing room interviews on *Monday Night Wrestling*, both on KTTV (TV) Hollywood. This tied in with the brewing company's long time sponsorship of telecast wrestling.

Twelve wrestlers, nominated by a committee of Los Angeles radio-TV and sports editors, vied for the honor. They appeared on Brew 102 TV programs and electioneered for themselves by personal appearances. This radio-television promotion was backed up with 500 seven-sheet posters in addition to mentions in the local trade papers.

Voting took place at more than 10,000 ballot-box display units installed at Brew 102 dealer stores during the campaign. Maier Brewing Co. found it necessary to triple its original printing order for ballots, according to Jack O'Mara, promotion director for the advertising agency.

Homage is paid to "King 102" (l) (grappler Lou Thesz) by (l to r) Ed (Strangler) Lewis, former wrestling champion and now Mr. Thesz' manager; Richard A. Moore, KTTV vice president and general manager; Mr. Edwards, and George M. Stout, president of Maier Brewing.

* * *

The campaign was climaxed with coronation of Lou Thesz as "King 102" on the May 12 *Monday Night Wrestling* telecast.

Although disclosing no figures or percentages, 97% of the Brew 102 salesmen and distributors surveyed declared the promotion definitely helped them sell more beer during that period than they would normally have merchandised. The radio-television campaign was described as "conclusive evidence of both media's selling powers."

strictly business

RALPH C. KELLEY

ALTHOUGH television has made inroads into nighttime radio spot business, "there will always be a good demand for daytime spot," according to Ralph Clark Kelley, vice president of the Walker Co., station representative firm, and manager of its midwest office.

Mr. Kelley believes also that a rate adjustment similar to that made by stations and networks on time costs will take place with spot when new television stations span the country in the next few years. For now, however, he says the traditional summer hiatus "doesn't seem to be materializing." Midwest agencies are busily buying spot for fall, seasonal and special campaigns, he reports, in contrast

(Continued on page 62)

KLX

LEADS ALL OAKLAND-SAN FRANCISCO *INDEPENDENT* Radio Stations

9 OUT OF 12 Hooper Periods!

Hooper Share of Audience, May through September, Oakland

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH., INC.

To sell Cereal to inland Californians

(and western Nevadans)

. . . Be on the Beeline

Cereal or soap, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More audience than the *eleven* other leading local stations needed to cover inland California and western Nevada. **(BMB State Area Report)**

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. **(BMB and Standard Rate & Data)**

Ask Raymer for the full story on this 3-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

Affiliated with Inland California's 3 Leading Papers

THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 5,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

Same Boat

EDITOR:

I just want to tell you how much I appreciate your interest in giving so much attention in the current issue [June 9] to the talk in Hartford.

It encourages us all the importance you subject too. In can't emphasize are all in it freedom from a

"Operation Heat Wave"

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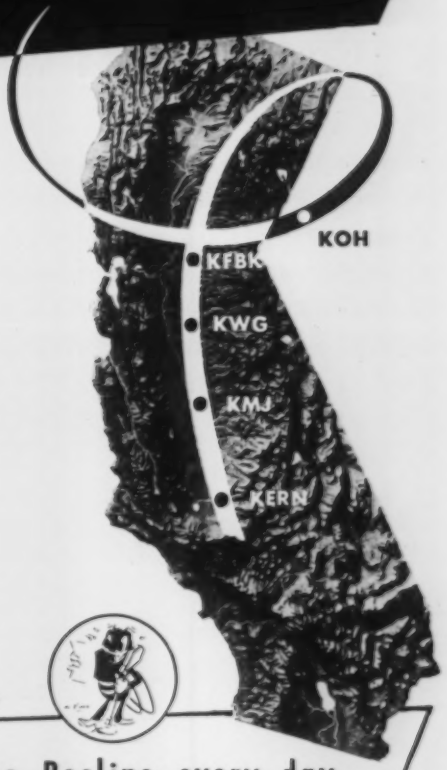
TRIBUNE TOWER • OAKLAND, CALIF.

Represented Nationally by BURN-SMITH, INC.

To sell Cereal to inland Californians

(and western Nevadans)

. . . Be on the Beeline



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KFBK	KOH	KERN	KWG	KMJ
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A million people listen to the Beeline every day

open mike

Same Boat

EDITOR:

I just want to tell you how much I appreciate your interest in giving so much attention in the current issue [June 9] to the talk I made in Hartford.

It encourages us all to know of the importance you attach to this subject too. In my judgment we can't emphasize too often that we are all in it together whenever the freedom of expression is attacked from any source.

Eric Johnston
President
Motion Picture Assn. of America Inc.
Washington, D. C.

[EDITOR'S NOTE: In his speech, Mr. Johnston pointed out how vigorously the motion picture industry was fighting censorship and asked that all media of information join in the fight.]

Fudd & Friends

EDITOR:

Congratulations on your initiative in the Eustace T. Fudd promotion.

The whole radio industry should bless you for this one.

D. L. Provost
V. P. & Gen. Mgr.
Radio-TV Div.
The Hearst Corp.
Baltimore

* * *

EDITOR:

Today I received the promotional copy of B•T built around a number of success stories. If possible I would like to have 50 copies of this. Please bill me for them. . . .

Curtis O. Liles
Pres. & Gen. Mgr.
WMLS Sylacauga, Ala.

* * *

EDITOR:

YOUR LATEST REPRINT "RADIO IS NO DAMN GOOD" WONDERFUL. CAN WE HAVE 100 REPRINTS.

ODES E. ROBINSON
PRES.
WVMI BILOXI, MISS.

* * *

EDITOR:

ARE EXTRA COPIES OF "BUSINESSES BUILT BY RADIO" MAILING PIECES AVAILABLE? WE NEED 50.

JAMES H. FIRMIN
GEN. MGR.
WMOK METROPOLIS, ILL.

* * *

EDITOR:

. . . I could use 12 of these to very good advantage. . . .

Arthur J. Barry
Pres.
WEOK Poughkeepsie, N.Y.

[EDITOR'S NOTE: The readers also are referring to a brochure reprinting B•T stories of wide-awake merchants who, unlike the mythical and misanthropic grocer, Eustace T. Fudd ("Radio is no damn good"), have built profitable businesses by the use of radio advertising. The brochure is available at the following rates: single copy, 10c; 25 copies, $7.50; 50 copies, $13; 100 copies, $20; 100 copies, $25. Plus postage.]

* * *

Who's on First?

EDITOR:

I was extremely interested in WNAX's [Yankton, S. D.] page [advertisement] in the May 5 issue of BROADCASTING • TELECASTING. The copy described the first radio broadcasting accepted by the Library of Congress, the WNAX documentary on the Missouri flood. I want to extend congratulations to WNAX on the thought, but I think we will have to change the claim on the first broadcast to be deposited in the Congressional Library. On Sept. 11, 1946, KXOK deposited with the Library the program, "Taps for J. B.", a documentary of historic old Jefferson Barracks which was abandoned as an army post.

So we'll put in our claim as the first, but maybe someone has beaten us.

Bruce Barrington
News Director
KXOK St. Louis

* * *

Better to Give

EDITOR:

. . . About a week ago I approached the branch manager of a company for a prize of real quality which I intended to use in a contest in our WFBR "Family Day." He said the company had decided against *give-aways*. This expression made me think back to last year when WFBR plugged the product in every local program on a rotating basis for a month and a half. In addition to this the prize was pictured on the front page of a Baltimore weekly and identified—space you can't buy. The question in my mind is why *gives what away?* . . .

I think it's about time that radio did something to take the stigma of *give-away* off the necks of promotion people . . .

There are some real problems in this phase of radio showmanship and in TV also, I guess. I'll settle for anything that will make manufacturers realize that radio time is worth something and that there aren't a lot of Santa Clauses who *give away* . . .

Bill Roche
WFBR Baltimore

consistent

PERFORMANCE
IN THE RICH FLINT MARKET

For thirty years, WFDF has been doing a consistent selling job for hundreds of local and national advertisers. Through those thirty years, WFDF has grown in both size and effectiveness—it is the No. 1 radio station in the rich ($315,840,000 retail sales last year) Flint market. Follow the lead of over 600 Flint merchants—SELL your product over Flint's FIRST station—WFDF.

WFDF FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY • 910 KILOCYCLES

OUR 31st YEAR!

Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville.

REPRESENTED BY THE KATZ AGENCY

RETAIL SALES to WOAI LISTENERS..

$2,137,708,000*

Folks in our nation's capital are pretty well known for spending money — Here in the Southwest, listeners to 50,000 watt clear channel WOAI spend more money for products over sales counters than do those people who live in Washington, D. C.

OUR POINT IS —

WOAI serves one of the nation's LEADING MARKETS

AND —

WOAI is its MOST POWERFUL advertising influence!

BUY WOAI

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TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
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CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

30 Years of Growing

WDEL

AM · FM · TV

WILMINGTON, DELAWARE

1952 marks for WDEL, three decades of broadcast operation—thirty years of growing with the many vigorous, expanding communities in its listening and viewing area.

Established in 1922, WDEL was Delaware's first station. In 1947, it broadened its services to bring frequency modulation to its listeners. And three years ago, in 1949, it pioneered the State's first television station. Today, WDEL is Delaware's only three-way broadcast operation.

On the occasion of its thirtieth birthday, WDEL restates its past and future plans and philosophy of operation. These are to improve constantly its programming and technical facilities and to serve always the best interests of the people in its area — listeners, viewers and advertisers.

WDEL
AM • FM • TV
A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

BROADCASTING

Vol. 42, No. 24 JUNE 16, 1952

THE RADIO NETWORKS' CRISIS AND CURES

By EDWIN H. JAMES

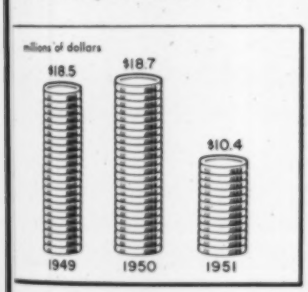
"CRISIS" is a word that no businessman likes to have applied to his business.

In its common connotation, "crisis" is an unpleasant word, full of anxiety, frequently of fear.

But the word has other meanings. To a doctor it represents a time of anxiousness, but not anxiety, a moment anticipated and prepared for. The doctor scientifically analyzes the reasons for the expected crisis and sets out a careful plan to survive it.

One big element in the U. S. radio business has been in a crisis for more than a year, without a doctor in attendance, or at least without a doctor who could prescribe and treat at will. By last week it had become apparent that the nationwide radio networks cannot survive the crisis without receiving competent and perhaps drastic medication soon.

An indication of the patients' condition may be shown thus:



In some ways, this graphic representation is deceptively favorable. The stacks of dollars above stand for total income (before federal income tax) of the nationwide radio networks and their 18 owned and operated stations. Take out the income that could properly be attributed to the owned and operated stations, and you have little or nothing left.

The truth is that by the most conservative accounts the networks

(Continued on page 64)

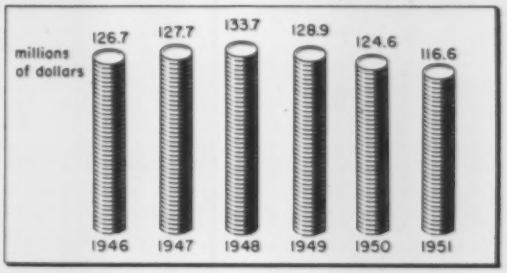
TV Allocations Attacked In Court; Five Appeals Filed

See Page 73

TOTAL RADIO NETWORK TIME SALES TAKE A HEADER

Net time sales (before agency and other commissions) of the four nationwide radio networks rose after World War II to $133.7 million peak in 1948. Then television came along. Last year radio network sales were down to $116.6 million.*

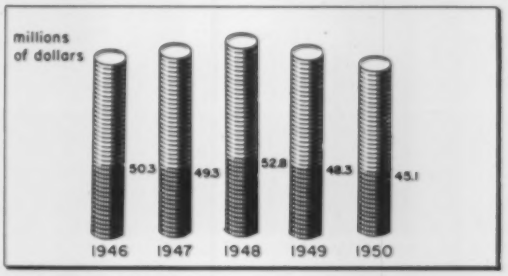
*** Source: FCC for all years save 1951 which is B•T estimate.**



AFFILIATES' REVENUE FROM NETWORKS FOLLOWS SUIT

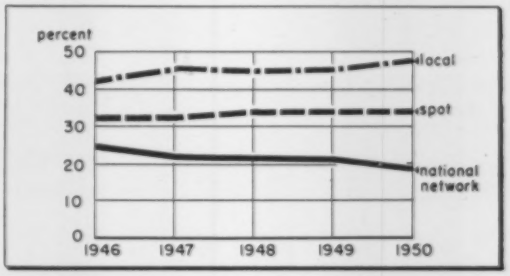
In general total revenue accruing to all affiliated stations from time sales by the major radio networks has followed the patterns of total network sales: $50.3 million in 1946; $49.3 million in 1947; $52.8 million in 1948; $48.3 million in 1949; $45.1 million in 1950.*

*** No figures available for 1951.**



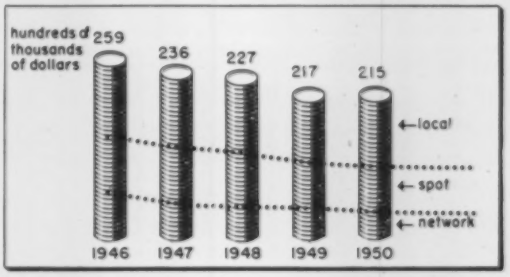
FOR ALL STATIONS SPOT HOLDS OWN, LOCAL RISES

The revenues received by network affiliates from network, spot and local time sales have been changing in relationship. Network business provided 24.5% of all revenues received in these three categories in 1946, only 18.6% in 1950. The proportion of spot has risen slightly. Local now provides almost half—48.1%—of money taken in from these three kinds of sales.



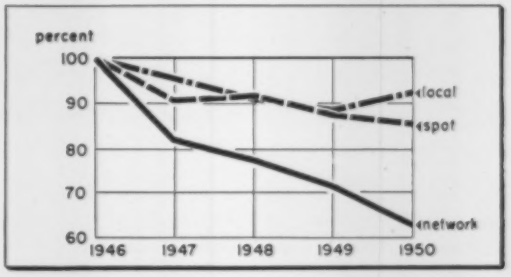
BUT MORE STATIONS MEAN LESS REVENUE FOR EACH

Since 1946, the number of major radio network affiliates included in FCC reports has increased from 791 to 1,130. More stations have been cutting up the pie into pieces of decreasing size. Chart at right shows total revenue for *average* affiliate from network, spot and local time sales and proportions obtained from each of the three categories.



AVERAGE AFFILIATE GROSSES LESS NOW THAN IN '46

Using 1946 as base year (100%), chart at right shows how increase in number of affiliates has meant decrease in revenue for each. For average affiliate, network revenue in 1950 was only 62.8% of the 1946 level; spot revenue was down to 85.8% of 1946; local down to 92.0%.



WEED RE-ALIGNS

Radio and TV Separated

SEPARATION of the radio and television operations of Weed & Co., station representation firm, was announced last week following the establishment of Weed Television in new offices at 501 Madison Ave., New York, under the direction of Peter B. James.

Weed & Co. will handle radio representation, continuing under the managership of Jerry Lyons, while Weed Television concentrates on representation of TV stations. Joseph J. Weed, owner, will continue to maintain overall supervision of both radio and television divisions. Weed & Co.'s New York offices are at 350 Madison Ave.

The new Weed Television organization was described by Mr. Weed as a completely separate organization, fully staffed with sales, service, merchandising, research, and promotion personnel and designed to serve station clients in all phases of TV representation. Among its services, aside from regular sales activities, is assistance to clients in the preparation of FCC applications for new or changed television facilities.

Clients include WBKB (TV) Chicago, WATV (TV) Newark-New York, WJAR-TV Providence, and WOI-TV Ames, Iowa.

Mr. James, who has been manager of Weed & Co.'s television department since its founding in February 1948, meanwhile announced the appointment of two new account executives of Weed Television: Ray Stone, formerly assistant manager of the CBS-TV Network sales service department, and Joseph Miller, who has been associated with the RCA Victor Film Recording Div., Ross Television Reports, and American Film Producers.

For 10 years before World War II, Mr. James was divisional manager of the Kellogg (cereals) Sales Co. in northern New England.

Mr. James

Mr. Weed

Grants WCAR Move

MOVE of the transmitter site of WCAR Pontiac, Mich., to Detroit was authorized by the FCC last week. The Commission authorized modification of a construction permit which it earlier granted to WCAR for change of studio location to Detroit and for change in operating assignment from 1 kw daytime on 1130 kc to 50 kw day, 10 kw night, on that frequency, using a directional antenna. Comr. E. M. Webster voted for hearing on the modification.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Why, Jim! . . . can't you see the Continental is looking."

GENERAL MILLS

Buys Additional Hours On ABC Radio

GENERAL MILLS last week signed for 3¾ additional hours a week on ABC radio, which coincidentally is planning a major realignment of its afternoon program format with western music slated for the 2:35-4:30 p.m. period [B•T, May 26].

The contract with General Mills called for five half-hours a week (4-4:30 p.m. Mon.-Fri.) plus five quarter-hours (12:30-45 p.m., Mon-Fri.). Cal Tinney tentatively is slated for one of the across-the-board series, and a hillbilly musical group featuring Tennessee Ernie for the other, although exact details had not been worked out.

The 4-4:30 series is slated to start June 30 and will be carried on 274 stations; the 12:30-45 programs will begin on the same date on 165 stations, which will be increased to 172 on Sept. 1. Sale of the half-hours was handled through Dancer-Fitzgerald-Sample, Chicago, and the quarter-hours through Knox Reeves, Minneapolis.

The swing to hillbilly programming in the mid-afternoon block, occasioned in part by recent sponsor cancellations of serials in that segment, will install a sustaining western program with Tennessee Ernie as m.c. in the 2:35-4 p.m. period, after which the General Mills program—probably featuring Cal Tinney—will extend the block to 4:30.

The 12:30-45 p.m. General Mills program, to be broadcast over a substantially smaller number of scattered stations, also will add a rural flavor, according to present plans. The change in format for both the 12:30-45 and the 2:35-4:30 periods goes into effect June 30, when General Mills sponsorship of the additional period begins.

The amount of billings involved in the new General Mills purchase was not disclosed. Some of it represented funds formerly budgeted on Liberty Broadcasting System programs, before LBS ceased operations.

Charles T. Ayres, ABC vice president for the radio network, meanwhile announced that *Silver Eagle* had been renewed for another 52 weeks, over the full radio network. The renewal was through Knox Reeves.

General Mills meanwhile renewed its *Whispering Streets* on ABC radio (Mon-Fri., 10:25-45 a.m.) for 52 weeks, giving the network another strong boost (see story page 25). General Mills also sponsors two other ABC radio shows: *Lone Ranger* (Mon., Wed., and Fri., 7:30-8 p.m.) and *Silver Eagle* (Tues. and Thurs., 7:30-8 p.m.).

COX ELECTED

Pres. of KGW Licensee

H QUENTON COX has been elected president of Pioneer Broadcasters Inc., operating KGW Portland, Ore. He will continue as general manager of the station. He previously had been assistant treasurer.

Mr. Cox

Mr. Cox joined KGW in 1936. His promotion occurs as control of Pioneer Broadcasters Inc. passes from Mrs. Mitzi E. Newhouse to her son, S. I. Newhouse Jr., now in the Army. Mr. Newhouse, a vice president, will participate in management of KGW's TV project when he leaves the service. His brother, Donald, is also a vice president. Charles Goldman, New York attorney, joins the Pioneer board.

SCRIPPS FIRM

Formed with Foss, Duschinsky

NEW telecommunications consulting firm, William J. Scripps Assoc., was formed last week with offices in Washington, New York and at Birmingham, Mich., a suburb of Detroit. Principals are Mr. Scripps, founder and operator of WWJ-AM-TV Detroit; William L. Foss, head of the engineering consulting firm bearing his name, and Walter Duschinsky, planning consultant who has been an adviser to The United Nations.

Mr. Scripps

Serving both civil and military interests in the United States and foreign countries, the firm announces it will provide a complete television service for prospective applicants, including market studies, architecture, engineering, purchase of equipment and legal activities.

Mr. Foss

Mr. Scripps said the consulting service will cover all phases of station planning and management, including programming. He plans to spend most of his time with the firm although he will retain his directorship in the Evening News Assn., operating WWJ and WWJ-TV. He has been in radio over three decades, starting voice broadcasts in August 1920, with call letters 8CS and 8MK, which soon became WWJ.

For some time Mr. Scripps has been active in the Crusade for Freedom movement, as co-chairman with Henry Ford II. Last year he directed the launching of propaganda balloons into Iron Curtain countries. He has submitted to the government a plan for a Friendship Balloon Lift, in which tangible items such as cigarettes would be flown behind the Iron Curtain.

Joins Father's Firm

BEN C. FISHER, son of Ben S. Fisher, partner in the Washington radio law firm of Fisher, Wayland, Duvall & Southmayd, has joined his father's office, it was announced last week. The younger Mr. Fisher is a graduate of Harvard Law School, 1951, where he was director of legal research for the *Harvard Law Review*. During the past year he has been clerk to Justice Learned Hand of the U. S. Court of Appeals, New York. The younger Mr. Fisher received his B.A. in 1948 from the U. of Illinois. He is a Phi Beta Kappa.

NEW SWING TO SPOT

In Radio, TV Budgets

By FLORENCE SMALL

IN A DRAMATIC departure in programming at least five national advertisers have almost simultaneously decided to drop their fall network television shows. They will channel their budgets into radio-TV spot campaigns exclusively. In addition, a sixth advertiser is withdrawing its television spot schedule and diverting its money to local radio this summer.

Those were the major findings of a BROADCASTING • TELECASTING spot check in a week which saw the following actions: (1) ABC captured two new radio advertisers and two in TV while recording two renewals in TV; (2) NBC-TV acquired two new shows and NBC one radio show; (3) CBS Radio came up with a new advertiser, and (4) MBS signed another in radio.

The dominating news was the diversion from network TV to spot. Several reasons were being advanced privately by agencies and advertisers for the development. In sum, the conclusions seemed to be that (1) the studied placing of campaigns on a regional basis prevented duplication which occurred when both a network and a spot schedule were used, and (2) the spot method reached a specific market with precisely the required impact. Elaborating on the latter, they said the high cost of network TV gave emphasis to the fact that spot coverage does not commit them to 39 weeks but can be used seasonably and generally can be increased or decreased quickly.

Reasons Advanced

Mennen & Co., New York, one of the spot devotees, has dropped sponsorship of *Twenty Questions* on DuMont TV and is expanding its early-morning radio program schedule. Mennen has been using 5- and 15-minute news shows in early morning time, 7-9 a.m., in about 60 markets on a 52-week contract basis. Effective July 1 the firm will expand the use of the 5- and 15-minute local news shows to at least 90 markets. Mennen was one of the first national advertisers to use early-morning radio schedules. Kenyon & Eckhardt, New York is the agency.

Another advertiser riding the new trend is Lambert Pharmacal Co. (Listerine), which drops its television program (Sammy Kaye on CBS-TV, Sat., 7-7:30 p.m.) to put the money into TV spots, starting in the fall. Agency is Lambert & Feasley, New York. Phillips Petroleum Co. (Phillips 66), Bartlesville, Okla., meanwhile drops its radio program (*Rex Allen Show* on 47 CBS Radio stations, Mon., 7:30-45 p.m.) to sponsor local TV programs in 17 markets. In addition the company is adding at least a dozen radio markets for quarter-hour programs as proper availabilities open. The present radio schedule includes 30 programs, half-hour once a week, and as many quarter-hour shows, across-the-board in markets across the country.

Snow Crop Frozen Foods, New York, which has dropped sponsorship of *All-Star Revue*, Saturday on NBC-TV, will put its television money into radio and TV saturation spot campaigns. The firm is currently realigning its budget and expects to use six or eight-week penetration spot campaigns in markets across the country for all of its products. Maxon Inc., New York, is the agency.

General Foods (Jell-O), which sponsored a half-hour show, *Mr. Bobbin*, on NBC-TV last fall, will use part of its TV budget in a radio and TV spot campaign starting July 1 and running through the summer. In the fall, however, Jell-O is expected to return to a combination radio-TV network program if the proper personality show can be negotiated. Young & Rubicam, New York, is the agency.

Mohawk Carpets is another national advertiser turning to a saturation TV-radio spot campaign this fall. It will start in mid-September, employing one-minute announcements and chain breaks through Maxon Inc., New York (see NEW BUSINESS, page 18).

In possibly the most unusual move of all, Thyoquent (a skin solution), Binghamton, N. Y., which has used spot television for the past two years in 10 markets, is cancelling its TV schedule and putting a reduced budget into radio, using spots and 10 and 15-minute programs in exactly the same markets it previously reached in TV. Contracts start almost immediately and will run for 13 weeks (see NEW BUSINESS, page 18). Advertiser is clearly attempting to use radio to hold markets already gained from TV. Fred C. Zusi, Clifton, N. J. is the agency.

Packard Considering

On another front, Packard cars, which was one of the major advertisers using a half-hour show on a regional basis last season—*Rebound*—has not renewed the series but is currently considering both radio and television, and is looking into markets and costs. A decision is expected early in July. Maxon Inc. is the agency.

Business signed by the networks, meanwhile, included:

Sterling Drug Inc., effective July 7 will launch sponsorship of *My True Story* on ABC radio (Mon.-Fri., 10-10:25 a.m.). Agency: Dancer-Fitzgerald-Sample, New York.

New TV sponsors on ABC-TV are Frank H. Fleer Corp., Philadelphia, underwriting *Pud's Prize Party* (Sat., 11:30-45 a.m.) starting June 21, and American Chicle Co., which has acquired *A Date With Judy* (Thurs., 8-8:30 p.m.). The agency for Fleer is Lewis & Gilman, Philadelphia, and that for American Chicle, Dancer-Fitzgerald-Sample, New York.

ABC-TV renewals include the Billy Graham Evangelistic Assn. for *Hour of Decision* (Sun., 10-10:15 p.m.) through Walter F. Bennett & Co., Chicago, and Canada Dry ginger ale for its portion of *Super Circus* (Sun., 5-6 p.m.) through J. M. Mathes Inc., New York. In addition General Mills signed for five quarter-hours and five half-hours per week on ABC Radio, effective June 30 (see story page 24).

New programs and sponsors on NBC include RCA Victor's sponsorship of the *Meredith Willson Show* (Sun., 8-8:30 p.m., NBC radio), which already is under way, and *Curtain Call* (Fri., 8-8:30 p.m., NBC-TV), which starts June 20, plus a half-hour version of *Kukla, Fran & Ollie* on NBC-TV on alternate Sunday evenings, starting this fall.

Also on NBC, Pepsi-Cola acquired Tuesday and Thursday quarter-hour segments with *Short Short Story* (7:15-30 p.m.).

NBC-TV also announced that R. J. Reynolds Tobacco Co.'s *Camel News Caravan* will go coast-to-coast starting June 30 when KNBH (TV) Los Angeles, KRON-TV San Francisco and KDYL-TV Salt Lake City join 39 other TV stations carrying the program. Seven southwestern stations will carry the show starting July 1, and KING-TV Seattle may be added July 7. Show has been sponsored by Camel via William Esty & Co. for the past four years.

CBS Radio meanwhile signed Sonotone Corp., Elmsford, N. Y., (Kudner Agency) to underwrite a segment of the Arthur Godfrey morning show (B•T, June 9).

Mutual reported that the deep freeze appliance division of Motor Products Corp., North Chicago, Ill., had signed Gabriel Heatter to a 52-week contract for Thursday night newscasts (7:30 p.m.) starting June 26. Roche, Williams & Cleary, Chicago, is the agency (see NEW BUSINESS, page 18).

RYAN WANTS VALUE

For 'Free Plugs'

THE PROBLEM of the "free plug" and its vast potential for depriving radio and television of legitimate advertising revenue [B•T, June 9] was taken up last week by BAB President William B. Ryan, who recommended that broadcasters permit it only when there is "value received."

At the same time, in recognition of the magnitude of the question, BAB solicited the opinions of broadcasters "on all phases of this problem." (See editorial, page 56.)

The "free plug," which in its more unpalatable forms has aggravated members of the NBC Stations' Planning and Advisory Committee into demanding that NBC-TV take affirmative action [B•T, May 5], is an on-the-air mention of the name of a company, product, service, or person not connected with the company sponsoring the program. In television, where the problem appears to be increasing, display of a brand name or a brand-name product can be an even more effective "plug" than aural mention of the name.

The president of radio's BAB suggested the following as probably the most enlightened policy for a broadcaster to follow with respect to acceptance or rejection of planned plugs:

"When you give a plug, make sure it's given for value received *by the station* or *network* and that it's not a giveaway or plug to an otherwise qualified advertiser or to a promoter or client who is making money on your free time."

In other words: Get an equitable return for each plug, or don't give it.

Mr. Ryan conceded that the "sneak plug" may be slipped in ad lib, with the broadcaster having no opportunity to eliminate it in advance. These plugs, it has been shown, result almost invariably in "gifts" to the persons who slip them in, whether the reward is offered in advance or not.

The BAB chief felt, however, that the big appeal of the reward to the writer, performer, producer, etc., lies not in its monetary value, but in "the idea of getting something for free." More than that, he said, the person "who could afford to buy" is probably the most vulnerable to the attraction of "for free" items. Mr. Ryan explained:

"A special greeting at the door by Pierre and a big dinner for the entire party . . . a big, big box of sweets addressed to Mrs. Writer, Producer, Commentator or Comedian . . . a weekend at Broiling Sulphur Springs . . . a delicious ready-to-eat, melt-in-your-mouth ham . . . a waterproof, drop-on-the-concrete-proof 21-jewel watch — these are the tools of the 'free plugger.'

"If we can inculcate a sense of values and ethics in the people who are tempted by these things, then we will have resolved most of the 'for-free' problems."

He added: "BAB would like to hear broadcasters' opinions on all phases of this problem."

It is a subject, Mr. Ryan asserted, on which BAB received frequent complaints.

Some queries, he reported, deal with a different sort of "plug"—the requests, for example of a great number of industries, individually, for radio stations' observance of a "national" day or week paying tribute to whatever industry is making the request.

Very often, he said, the industries making such requests emphasize pointedly that stations are obligated to do this sort of thing from a pure'y public service standpoint. BAB's advice, when it's asked for, is for the station to schedule such a "day"—but to sell time in connection with it.

NEW SURVEY SHOWS RADIO'S BIGNESS

LAST Oct 1, BROADCASTING • TELECASTING published a survey which caused wide comment because it proved that more people were listening to the radio in Louisville, a city with two big and energetic television stations, than ever listened before TV came to town. Here's a second survey by the same researcher, Dr. Raymond A. Kemper, professor at the U. of Louisville and head of Raymond A. Kemper Assoc., market research firm. Between June 1951, when the first Kemper study was made, and March 1952, the time of his new one, television ownership in Louisville has increased from 37% to 57%. What has happened to radio in that interval?

- Radio set ownership has increased by .56 sets-per-family.
- Portable sets now constitute 15.8% of all AM sets whereas a year ago the proportion of portables to others was only 4.8%.
- Non-portables added since the first survey have without exception been installed in places where television is not usually found—kitchens, bedrooms, etc.
- In a typical week, some 1,150,100 adult-hours are spent in listening to auto radios in Louisville.

It all adds up to the fact that though radio listening patterns are changing (the audience is moving out of the living room to other places that TV doesn't reach), radio is still big and apparently is getting bigger.

By DR. RAYMOND A. KEMPER

LAST JUNE, when we first researched Louisville's 60-mile-market, we concluded: "More people are listening to radio over more sets in 'Louisville Market' homes and automobiles, than ever before." During March of this year, we went back to a majority of the households in the original cross-section to evaluate changes and trends in the market picture. And, again, we can reach but one conclusion: Louisville radio is BIG, and it seems to be getting even bigger, despite an amazing increase in TV-ownership throughout the market!

For example, when we projected the results obtained in March to the estimated population of 315,000 households in the 60-mile-market, we found. . . .

- There are now approximately *897,750 AM sets* (including, *620,550 non-portable* receivers, *141,750 portable sets* and *135,450 auto-radio sets*) among an estimated *308,000 radio-households* in the market.
- Among these radio-families, there are approximately *1,139,600 people (317,250 are adult men, 415,800 adult women* and *243,300 children between 5 and 18)* potentially available as a listening audience, in their homes and/or in their radio-equipped cars.
- The *126,700 auto-radio families* (some with more than one radio-equipped car and truck) make approximately *4,117,570 separate trips in their family-owned autos* and trucks during a typical 7-day week. And, during the course of these trips (which average some 57.4 minutes, including 'parking') they contribute about *864,700 adult man-hours of listening* to the total radio-listening in the market during a typical week.
- And, all of this is in the face of an increase in TV-ownership from 37% in June, to 55% in March.

There can be little doubt that though the patterns of radio listening are changing, radio, as an effective advertising medium, is solid. And, as the logic of the situation clearly indicates, radio can do nothing but become even more solid.

Here's why: Radio reaches into the hard-to-get-to places and, particularly during the summer months, customers cloister in those hard-to-get-to places. And, in these 'hard-to-get-to' places, radio picks up most of the marbles. The listener cannot lug his TV set with him on a family picnic, nor is he very likely to bring along newspapers or magazines to read. But he can bring along the 'portable'. And he can listen to his auto-radio as he drives along to the rustic retreat. So, if there is anything to this idea of a 'summer hiatus', it certainly doesn't apply to present-day radio. If anything, radio is even more vital in the summer—assuming that broadcasters are programming something worth listening to.

Search for Facts

Our March study was, in one sense, a re-test, designed to evaluate changes in the market. In June of 1951, we personally interviewed adult respondents in a 3,500-household sample representative of the 60-mile-market. In March, we went back to some 2,800 of the households in the original sample—with a mail-questionnaire, this time—and we came up with some very interesting data. This second study was one of a continuing series, and as in June, it was sponsored by WAVE (Louisville's NBC affiliate), not as a 'popularity contest', but as an honestly-designed effort to obtain valid and reliable facts.

First, we selected at random but within spatial and demographic proportions 2,800 households from the "Louisville 60-Mile-Market" panel used in June, 1951. Each of the sample homes had been measured during the June survey. Mail-questionnaires were sent out—in 14 representatively proportioned 'mailings', between March 9 and March 22—to each household, and (following a series of seven 'follow-up' mailings to non-respondents) by April 6 some 1,044 usable questionnaires had been returned us, for a percentage of 37.3%. This relatively high return, no doubt, was due to the unique premium offered respondents.

For each questionnaire returned to us in a usable condition prior to a set time-limit, we offered to pay 25 cents to a medical charity of the respondent's own choice. The questionnaires were pre-coded to allow for the identification of respondent-households and of non-respondents. They were sent out via first class mail, in order that we might obtain some idea of how many panel members had changed their places of residence during the nine-month period.

Comparable Samples

We were particularly gratified by another aspect of the 'return'. The original 2,800-household 'mail sample' had been carefully proportioned (spatially and by city-town-farm distribution) to represent the best available estimates of population parameters (*e.g.*, 1951 Estimates, *Consumer Markets*). The sample of returned questionnaires (see Table I, page 92) was essentially similar to the original sample, in terms of spatial and city-town-farm distribution. On the basis of this similarity, coupled with the similarity between the two samples in respect to demographic data, we may reasonably assume that the cross-section is essentially representative of the 315,000-household population of the 60-mile-market.

When we compared the "average number of AM sets-per-family" statistics, for June (1951) and March (1952), we found:

- There has been an overall increase of 0.56 sets-per-family, during the interim period.
- Portable sets now constitute a larger portion of the total (15.8% of all AM sets), than they did in June (4.8% of all AM sets).
- Newly added (non-portable) in-the-home receivers have been placed, without exception, in rooms and other places where television viewing is highly improbable . . . kitchens, bedrooms, utility rooms, barns, etc.

Where, in June of 1951 the 1,044 households had averaged 2.29 AM sets-per-family, they now average 2.85 AM sets-per-family.

	'Average Sets-Per-Family' June (1951)	March (1952)
In-The-Home (non-portable) Sets	1.73	1.97
Portable AM Sets	0.11	0.45
Auto-Radio Sets	0.45	0.43
Total AM Receivers	2.29	2.85

And, portable sets have contributed a disproportionate share (0.34 sets-per-family) to this total 0.56 sets-per-family increase. Where in June 1951 portables made up only 4.8% of the AM sets owned by the sample households, they now constitute 15.8% of all AM sets in the cross-section (See chart II, next page.)

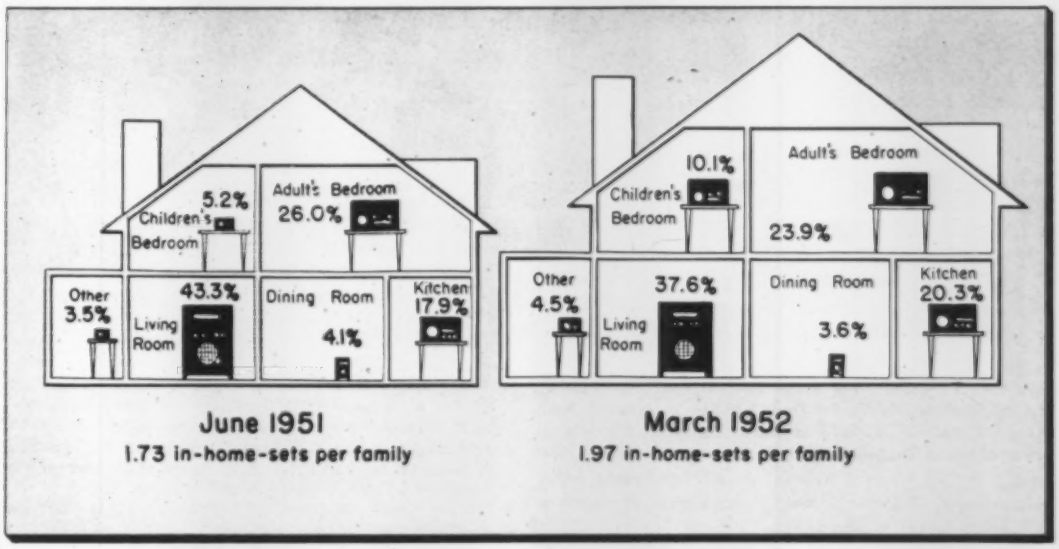
When we asked, as we had in June, where AM sets were placed in and about the home, we discovered that all newly-added (non-portable) in-the-home sets have been placed, without exception, in rooms and places that are virtually inaccessible to TV. (See chart I, next page.)

Just as in June, we continued our attempts, in this March study, to help design some new approac

Dr. KEMPER

CHART I—RADIO SETS AND LISTENERS ARE MOVING AWAY FROM TV RECEIVER SITES

The number of sets in the home is growing, but the newly added sets are being placed in rooms where television is seldom if ever found. Note in chart at right how the percentage of sets in kitchens, children's bedrooms and "other" places such as utility rooms, work rooms, bathrooms, etc. has been rising. Meanwhile, the percentage of radios in living rooms, where most TV viewing takes place, has declined from 43.3% in June, 1951, to 37.6% in March, 1952.



to the traditional research methodology, something by means of which we might obtain some equitable, valid and reliable measurement of radio's circulation.

For some time, we have been of the opinion that radio's reputation has been most hurt by its supposed friends, the 'program raters'. In a talk before District 7, NARTB (Nov. 9, 1951), we attempted to point-out the obvious fact that . . . "Ratings are rotten research". And, for two major reasons:

(1) *Because of sampling limitations, or precision-of-measurement limitations, or both, none of the "program rating" methods in present use can possibly provide a true and reliable picture of radio's circulation.* No "ratings" (except, perhaps, the infamous "diary" methods), in present use, include listening reports from non-urban areas, and, in most markets, it is in just these farm and rural non-farm areas that TV has made its most serious inroads. Most "ratings" (again excepting "diaries") do not include listening involving secondary-sets (tertiary, quaternary, etc.) in-the-home but in places removed, barns, garages, utility rooms, etc. And, no rating system now in use can possibly include adequate and reliable measurement of listening that takes place in automobiles.

Radio Short-Changed

(2) And, secondly, because they place the broadcaster on a different and distinctly unfair 'medium measurement' basis, because they require the broadcaster to justify his circulation on one criterion, while his competition, the publishers and display people, are able to justify their circulation on a dissimilar and much less stringent basis, "program ratings" are the very determinants of radio's sickly reputation.

Just as we did in the June study, we continued in this March study to design and (we hope) make more precise and usable a research methodology which may eventually lead to the really valid and reliable measurement of radio's true effectiveness as an advertising medium.

In June, as some of you will recall, we accomplished two things: (1) We measured radio's circulation on the basis of the same criterion used by the publishers and the display people (volume of 'unit circulation'), and we found that radio led the pack; (2) We measured newspapers and magazines on the basis of the same criterion now used to measure radio's circulation ("readership" of specific items), and, again, radio led the rest!

Double Standard Bad

Having—in our own opinion, at least—clearly indicated that the present "double standard" for media measurement is inequitable, and that it consistently and systematically acts to the detriment of the broadcaster, we were ready to look for some sound path out of the methodological morass in which radio research now finds itself.

In addition to bringing our "radio set distribution and placement" data up to date, we attempted to accomplish two new measurements in this March study:

(1) We obtained information about the number of people available (that is, "in the home, and awake") to radio, hour-by-hour throughout the broadcast day.

(2) We attempted to obtain a valid and reasonably usable evaluation of the nature and extent of the auto-radio listening in the market.

To bring out the information for the first of these, we asked the following questions in series:

Including yourself, how many people are there in your regular household? (The respondent was required to classify the regular members of the household in these categories: adult men, adult women, children to 5 years, children between 5 and 9 years, children between 10 and 14 years and children between 15 and 18 years.)

The results obtained with this question, in terms of the "typical market household," are summarized as follows (figures in parentheses are projections of the statistics to an estimated population of 315,00 households in the 60-Mile Market):

There were 1.03 adult men per household (324,450); 1.35 adult women per household (425,250); 0.53 children to 5 years of age per family (166,950); 0.35 children 5-9 years per family (110,250); 0.29 children 10-14 years per family (91,350), and 0.15 children 15-18 years per family (47,250).

Having determined the size and the composition of a sample household, we followed with this question:

In terms of what happened YESTERDAY, how many of these regular members of your household were IN THE HOME during each of the one-hour periods listed below?

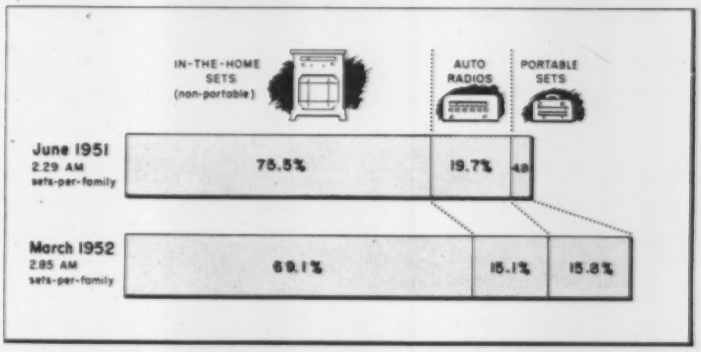
DIRECTIONS: If no one was at home during any particular period, write the word "none" across the row representing that period. If some member of the family was at home for all, or more than half, of a one-hour period, you should record it by writing-in the number of men, women and children in the spaces of the row representing that period. PLEASE record something FOR EACH OF THE ONE-HOUR PERIODS IN the list!

If any or all of the members of the family were asleep during any of the time-periods, please CIRCLE the number(s) in that interval that were asleep.

In Table II, page 92, we have indicated the "average number of household members, in the home and awake, per market family," hour-by-hour, for a "typical weekday," a "typical Saturday" and a "typical Sunday." The subsample mailings were spaced over a con-

(Continued on page 92)

CHART II—PROPORTION OF PORTABLE SETS IS GROWING



There are more sets per family now than in June, 1951, and more of the sets are portables. Above chart shows how total sets-per-family have increased and how proportions of non-portable, portable and auto sets have changed.

ALL members of NARTB Radio Board attended Thursday meeting in Washington, many for their first sessions as directors. Present were (front row, l to r): Jack Todd, KAKE Wichita; Henry B. Clay, KWKH Shreveport, La.; Harold E. Fellows, NARTB president; Judge Justin Miller, NARTB board chairman; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Leonard Kapner, WCAE Pittsburgh; E. K. Hartenbower, KCMO Kansas City; Harry W. Linder, KWLM Willmar, Minn.

Second row: Thad Holt, WAPI Birmingham; John H. DeWitt Jr., WSM Nashville; H Quenton Cox, KGW Portland, Ore.; Glenn Shaw, KLX Oakland; Robert T. Mason, WMRN Marion, Ohio; Lee W. Jacobs, KBKR Baker, Ore.; Ben Strouse, WWDC-FM Washington.

Third row: Kenyon Brown, KWFT Wichita Falls, Tex.; Paul W. Morency, WTIC Hartford; A. D. Willard Jr., WGAC Augusta, Ga.; William H. Fineshriber Jr., MBS; Albert D. Johnson, KOY Phoenix, Ariz.; E. R. Vadeboncoeur, WSYR Syracuse; Hugh B. Terry, KLZ Denver.

Fourth row: Harold Essex, WSJS Winston-Salem, N. C.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; William C. Grove, KFBC Cheyenne, Wyo.; Merrill Lindsay, WSOY Decatur, Ill.; William B. McGrath, WHDH Boston; C. E. Arney Jr., NARTB secretary-treasurer; Edgar Kobak, WTWA Thomson, Ga.

* * *

CENSORSHIP FIGHT

Voted by NARTB Board

By J. FRANK BEATTY

NARTB will meet head-on all efforts of Congress and the FCC to censor programs, suppress the right to cover public events or destroy property rights.

The two NARTB directorates—Radio Board and Television Board—decided last week to fight such crippling proposals as bans on news coverage of House and Senate sessions or censorship of programs. They decided, too, to ask FCC to reverse its recent order putting stations and networks in regulatory irons if they don't allow program rebroadcasts by other stations (see rebroadcast story page 49).

The Radio Board held a long one-day session Thursday at the Mayflower Hotel, Washington, completing the business at one sitting though a two-day agenda had been scheduled. TV directors met Monday-Tuesday at The Homestead, Hot Springs, Va. (see separate story page 36).

Both boards lauded President Harold E. Fellows and the association staff for their opposition to the resolution (S. Res. 319) introduced in the Senate by Sen. Patrick A. McCarran (D-Nev.), proposing to amend Senate rules. The plan would prevent direct or delayed radio or television coverage of Senate floor or committee proceedings [B•T, May 26].

The boards heard a legislative report on the status of the Gathings resolution (H. Res. 278) calling for an investigation of radio and TV programming. Hearings were started in early June by a special House subcommittee [B•T, June 9], under chairmanship of Rep. Oren Harris (D-Ark.). President Fellows and John E. Fetzer, owner-operator of the Fetzer radio-TV stations, are scheduled to appear before the Harris subcommittee late this month.

Ralph W. Hardy, NARTB government relations director, told the Radio Board Thursday that more than 80 pieces of legislation affecting the broadcast field are pending in Congress. He said much of the legislation is of a restrictive nature and even enters the sphere of censorship.

The Radio Board adopted a resolution endorsing the Advertising Research Foundation plan to set up an industry yardstick of audience measurement. A research resolution had been sidetracked at the NARTB Chicago convention and referred to the board.

The original resolution had pointed to the need for accurate information on audience and station circulation in an increasingly competitive advertising sales market.

Earlier in the week the TV Board had tabled a proposal to allocate $10,000 for a measurement study by ARF, cooperatively representing media, advertisers and agencies, pending receipt of a report from Edgar Kobak, WTWA Thomson, Ga., ARF president. Broadcast Advertising Bureau has granted ARF $15,000 for the study.

A fiscal year budget totaling around $567,000 was approved. This is about $30,000 over the tentative budget approved on a three-month basis at the board's February meeting. The budget report was submitted by Harold Essex, WSJS Winston-Salem, N. C., chairman of the Finance Committee, which met Wednesday.

Application of 89 radio and 30 television stations under the combination dues plan were approved. This plan provides discounts for commonly owned station if all are in membership. Enjoyment of retroactive discounts to last April 1 will be granted on applications received up to Aug. 31 deadline.

Michael R. Hanna, WHCU Ithaca, N. Y., reported on progress of the effort to obtain easing of the antiquated FCC transcription rule. He heads a committee that has been in touch with FCC. The group asks elimination of many of the transcription identifications in line with progress of the art.

William C. Grove, KFBC Cheyenne, Wyo., and Bernard Koteen, attorney, reported on the petition of the association for relaxed engineering rules governing radio operators and remotely controlled transmitters.

A problem of growing industry importance—multiplicity of meetings—will be studied by a special committee. Industry groups holding series of meetings all over the nation include NARTB, Broadcast Advertising Bureau, Broadcast Music Inc., Associated Press and others.

The committee is to propose ways of cutting down time and travel costs entailed in attendance at various types of broadcast industry meetings.

Richard P. Doherty, NARTB employe-employer relations director, reported on his activity as a delegate to the International Labor Organization conference held in Geneva recently.

The Radio Board voted to join and contribute financially, to American Council on Education for Journalism, which accredits journalism curricula in college.

Ben Strouse, WWDC Washington, chairman of NARTB's FM Committee and an FM director, reported on the FM Promotion Plan conducted jointly with Radio-Television Mfrs. Assn. (see FM story page 59). Mr. Strouse reported on behalf of J. H. Smith Jr., NARTB FM Dept. director.

INDUSTRY 'MORALS' REPLY

Set June 25

SPOKESMEN for radio and TV broadcasters will face a congressional subcommittee June 25 and 26 to answer allegations that broadcast programs are "immoral" and offensive to the American public, it was announced last week.

Bulk of the testimony, to be presented to Rep. Oren Harris (D-Ark.) and other members of the House Interstate and Foreign Commerce subcommittee probing programs, will be given by NARTB officials. Also scheduled to appear will be CBS and NBC representatives.

NARTB witnesses scheduled are understood to include Harold E. Fellows, president; Thad Brown, TV director, and Ralph Hardy, government relations director. Leading off will be Michigan radio-TV station owner John E. Fetzer, chairman of the NARTB Television Code Review Board.

Also due to be heard, but not yet scheduled, are the FCC spokesmen. It is understood the Brewers' Foundation also has asked for a chance to appear.

In the three-day hearing two weeks ago, the Harris subcommittee heard a score of witnesses, the majority of whom decried beer and wine commercials and drinking scenes in programs on radio and TV [B•T, June 9].

Other witnesses, including Rep. E. C. Gathings (D-Ark.) who sponsored the resolution authorizing the investigation, objected to what they called "indecent" and "horror" programs. Among objectors was Paul Harvey, ABC news commentator.

Opening sessions of the hearing heard Rep. Gathings use turn-of-the-century phraseology to describe a dance act he witnessed on TV. The words he used were "hootchy cootchy" and "shimmy."

Rep. Gathings is to be named this week as chairman of a select subcommittee to investigate "filthy" books and pictures. In his original resolution, the Arkansas lawmaker asked for a select committee to investigate the moral level of all media—books, pictures, radio and TV. At the insistence of the House

(Continued on page 52)

POLITICS ON RADIO-TV

Pre-Convention Action Warms Up

WHILE RADIO and television edged ahead with intricate plans for coverage of the national political conventions next month, the politicians last week evidenced—in one case by a challenge to the legality of commercial sponsorship—further mounting faith in the broadcast media as instruments to influence voters.

The Progressive Party, wanting more detailed coverage of its own convention, served notice late Thursday that it would take action charging "four major radio-TV networks" with discrimination and also challenging their right to sell their coverage to sponsors.

TV Will Sway Votes

There were other evidences of superlative political belief that sight-and-sound reporting, especially with television operating nation-wide, will sway votes this summer and fall as votes have not been swayed before (see editorial, page 56). For instance, there were:

● The prompt and vigorous demands of both Sens. Robert A. Taft (R-Ohio) and Estes Kefauver (D-Tenn.) for network time equivalent to that provided Gen. Dwight D. Eisenhower in his Abilene speech [B•T, June 9]—demands that paid off last week, at least in part, for both men.

● The demands by Eisenhower backers who, incensed by what they considered a Taft "steal" of delegates in Texas and other southern states, insisted that the proceeding of the Republican Convention Credentials Committee's session on delegate contests be opened to both radio and TV so that as many voters as possible might hear and see.

● The radio plan unveiled Thursday by Democratic Candidate W. Averell Harriman to expand his "personal" appearances through exclusive transcribed "interviews" in which he would answer, on tape, questions sent him, also on tape, by local station newsmen in some 100 cities to which the offer was extended.

● Vice President Alben W. Barkley's tribute to TV in a letter in which he told Nathan Lord, general manager of WAVE-TV Louisville, that television will "play a larger part in the campaign this year than ever before. . . . Therefore, it is important that the Democratic Party be in a position to take advantage of this new means of publicity and information since many people would be governed by the appearance and manner of the candidates."

● Democratic Candidate Kefauver's expressed view that television may eliminate decision-making in smoke-filled rooms: "By bringing the conventions into millions of homes it will help to bring politics out into the open. . . . Television will help produce open political decisions openly arrived at. In doing this it will merit the grateful thanks of all people."

The *New York Times* also lauded the value of television in politics. In its editorial, "TV as a Political Force", the *Times* said:

The TV audience is now nationwide for the first time in a national campaign, and the camera is also newly ubiquitous. Television will watch the political conventions in Chicago. It will examine the spellbinders. It makes a goldfish bowl out of every rostrum. It applies the litmus test to shenanigans, phonies and plain bores. It separates the men from the boys. . . . It is one thing for a candidate to mount the platform and read a speech, which he himself may or may not have written. It is another thing for him to face a roomful of newspaper men and submit to informed critical questioning. In no respect has television made a greater contribution of public service, perhaps, than in putting a press conference on the air. The public is able at first-hand to measure the forthrightness, the courage or the evasiveness of a candidate. It watches while the subject speaks on topics he might prefer to avoid. It catches all the hesitations and the nuances.

The Progressive Party's "Legal Actions" were to be filed with FCC and Attorney General James McGranery and were to be announced at a news conference Friday afternoon, according to notices distributed to newsmen late Thursday.

Progressive Party Secretary and Campaign Manager C. B. Baldwin, who sent out the invitations to the Friday news conference, said the complaints would charge the networks with discrimination "in virtually blanking out the Progressive Party Convention in Chicago July 4, 5 and 6 while devoting up to 96 hours each to the two major parties." The GOP Convention gets under way in Chicago July 7 and the Democratic Convention opens there July 21.

In his invitation, Mr. Baldwin also said "the right of the networks to solicit and contract for commercial sponsorship of political campaign coverage, involving such costs as $1.5 million for convention coverage by one network alone, now subsidized by existing contracts with large commercial sponsors will be legally challenged in these actions."

He said the news conference would be conducted by himself and David Rein, Washington attorney who, he reported, will handle the case before FCC and the Justice Dept.

Win Partial Victories

In the Taft-Kefauver joust with the networks via FCC in an effort to secure broadcast time similar to coverage of the Eisenhower Abilene speech, both candidates had won partial victories late last week. NBC radio, NBC-TV and CBS-TV offered Sen. Taft (who accepted) a 7-7:30 p.m. spot on Thursday, while both radio and television networks of NBC offered Sen. Kefauver an evening half-hour for July 1 and CBS Radio and CBS-TV on Thursday offered him a half hour at a time to be mutually worked out.

Following receipt of the offer

(Continued on page 68)

McFARLAND BILL

Derailment Is Thwarted

FATE of the McFarland Bill (S 658) gyrated wildly last week when it was displaced on the House floor calendar on Tuesday ostensibly to permit debate on the $2 billion military construction bill. On Thursday, it was reported that the measure, heavily opposed by the FCC, would be rescheduled for House action tomorrow (June 17).

Mysterious goings-on which saw the bill yanked from the House "program" in what is understood to have been White House pressure, so nettled sponsor Sen. Ernest W. McFarland (D-Ariz.) and other interested legislators that an offensive was immediately launched to ensure consideration of the measure before Congress adjourns—aimed for first week in July.

Sen. McFarland, who is also Senate Majority Leader, conferred with Presidential Special Counsel Charles S. Murphy, House Majority Leader John W. McCormack (D-Mass.), House Majority Whip J. Percy Priest (D-Tenn.) and Rep. Oren Harris (D-Ark.), communications subcommittee chairman of the House Interstate & Foreign Commerce Committee, who is responsible for the bill on the floor.

Differences were "adjusted" and a pledge to reschedule the bill was given to the Arizona Senator.

What prompted the attempt to sidetrack the bill could not be learned at first hand. Consensus of Capitol Hill observers was that the FCC "reached" the White House with its objections. The White House, through Mr. Murphy, then is believed to have requested Rep. McCormack to withdraw the bill from the House schedule.

Major FCC objections were to the provisions (1) separating staff and Commissioners, (2) requiring that a 30-day notice be given before it could set an application for a hearing or grant it without a hearing, and (3) forbidding it to discriminate against newspaper applicants [B•T, May 12, 5].

Protection Against Libel

Fact that it was revealed that "adjustments" will be made—presumably by amendments from the floor—seem to indicate that some of these provisions may be revised or eliminated altogether.

It was also learned that among other amendments expected to be offered by Congressmen is one designed to protect stations against the dangers of libel suits for remarks made over the air by candidates.

According to Section 315 of the Communications Act, stations are not permitted to censor speeches by political candidates—but there is no protection for the station against libel suits.

Pending in Congress is a bill (HR 7062) by Rep. Walt Horan (R-Wash.) which would safeguard broadcasters from libel uttered over their stations by political candidates [B•T, March 17]. Also pending is a bill with similar provisions (HR 7756) by Rep. Pat Sutton (D-Tenn.). A bill (HR 7782), permitting stations to censor libelous and defamatory matter from candidates' speeches, was introduced last month by Rep. Joseph H. O'Hara (R-Minn.). On the Senate side, Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, which handles radio-TV matters, submitted a bill (S 2539) which would require that candidates post a bond to protect the station from libel actions.

Bound to be heard, it appears, will be angry Congressmen's complaints about rates charged them in political campaign years. The fact that most stations charge candidates national rates, instead of local charges, has aroused the ire of many legislators.

Efforts are being made to ascertain who was responsible for the privately-admitted "terrible mistake" in withdrawing the McFarland Bill from the House floor calendar. Proponents of the bill were struck by the action of the White House in interceding in the matter before the more normal procedure of expressing the President's displeasure by a veto. In the course of his check into the reasons for the displacement of his bill, Sen. McFarland reportedly

(Continued on page 69)

Herryman in Washington *Evening Star*

AFA UPHOLDS

Advertisers' Right to Defend

THE RIGHT of American industry to use advertising to defend itself against "hostile acts or assertions" of government officials was upheld in a vigorously-worded resolution adopted by the 48th annual convention of the Advertising Federation of America last week in New York (also see story, page 74).

Another AFA resolution reaffirmed the organization's "approval and support of voluntary measures taken by media, agencies, trade associations and business leaders in maintaining the highest standards of truth, helpfulness and conduct in all advertising functions and practices" and called on the AFA board to establish a committee to create "a pattern and plan" whereby the principles of good advertising "may be implemented and continued."

Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., New York, and general chairman of the AFA convention, was elected AFA board chairman; Rita Eastman, public relations director of Van Sant, Dugdale & Co., Baltimore, was elected secretary, and Ben R. Donaldson, advertising and sales promotion director of Ford Motor Co., Dearborn, Mich., was re-elected treasurer by the AFA board of directors.

Elected to Board

The AFA membership, at a Tuesday business meeting, elected to the board of directors: Martin Lundy, national retail sales promotion and advertising manager, Sears, Roebuck & Co., Chicago; Frederic Schneller, vice president, D'Arcy Adv. Co., St. Louis, and Graham Patterson, publisher, *Farm Journal* and *Pathfinder*, Chicago, previously AFA board chairman.

Re-elected to the board were: Vernon Brooks, associate business manager, *New York World Telegram & Sun;* Fairfax M. Cone, president, Foote, Cone & Belding, Chicago; Henry G. Little, executive vice president, Campbell-Ewald Co., Detroit; George S. McMillan, vice president, Bristol-Myers Co., New York, and Ralph Smith, vice president, Sullivan, Stauffer, Colwell & Bayles, New York.

The Council on Advertising Clubs on Tuesday elected as chairman, Franklin R. Hawkins, Libby-Owens-Ford Glass Co., Toledo, and as vice chairmen: Dale Rogers, advertising manager, Mid-Continent Petroleum Corp., Tulsa, and James Spillan, Benjamin Eshleman Co., Philadelphia. Mrs. Mabel Obenchain, Midwest advertising and promotion manager, Famous Features Syndicate, Chicago, was elected chairman of the Council on Women's Advertising Clubs. By virtue of these offices, these four become AFA vice presidents.

AFA Resolution

The AFA resolution declared that "freedom of advertising is as necessary to the preservation of our democratic system as is freedom of all other avenues of information and education" and that "advertising of a factual nature, published in good faith and with proper identification by any American business or industry desiring to present its case before the bar of public opinion, is vital to preserve our American heritage and the freedom of speech and press guaranteed under the Constitution." The resolution noted that "certain spokesmen of the federal government, including the President of the United States, have questioned the right of American business and industries to defend themselves against hostile acts or assertions of those in positions of power through advertising or other established means of communication."

Calling this type of advertising "not only proper but necessary in the conduct of American business," the AFA resolution protests "the criticism and implied denial of the rights of American business and industry to present facts and opinions to the public through advertising and other appropriate channels." It further urges "the vigorous support of all those engaged in the business of advertising including media, agencies and management, to defend the right stated herein; and in pursuance thereof, that each member of AFA and its member clubs petition their representatives in the U. S. Congress to use every remedy at their command to defeat any effort whatsoever to curtail or restrain the legitimate use of advertising by any American citizen, business or industry."

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

Regular Week May 4-10, 1952

NIELSEN RATING*

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(4.9)
1	Lux Radio Theatre (CBS)	11.1
2	You Bet Your Life (NBC)	10.0
3	Jack Benny (CBS)	9.6
4	Charlie McCarthy Show (CBS)	9.3
5	Amos 'n' Andy (CBS)	9.2
6	Dragnet (NBC)	8.8
7	Big Story (NBC)	8.4
8	Fibber McGee & Molly (NBC)	8.3
9	Our Miss Brooks (CBS)	7.9
10	Great Gildersleeve (NBC)	7.4
	EVENING, MULTI-WEEKLY (Average For All Programs)	(3.1)
1	One Man's Family (NBC)	5.0
2	Lone Ranger (ABC)	4.6
3	News of the World (NBC)	4.2
	WEEKDAY (Average For All Programs)	(3.7)
1	Our Gal, Sunday (CBS)	7.1
2	Romance of Helen Trent (CBS)	6.9
3	Arthur Godfrey (Liggett & Myers) (CBS)	6.8
4	Big Sister (CBS)	6.5
5	Ma Perkins (CBS)	6.3
6	Pepper Young's Family (NBC)	6.1
7	Arthur Godfrey (Nabisco) (CBS)	5.8
8	Right to Happiness (NBC)	5.8
9	Guiding Light (CBS)	5.7
10	Backstage Wife (NBC)	5.7
	DAY, SUNDAY (Average For All Programs)	(1.9)
1	Martin Kane, Private Eye (NBC)	3.8
2	Hollywood Star Playhouse (NBC)	3.8
3	Shadow, The (MBS)	3.6
	DAY, SATURDAY (Average For All Programs)	(2.8)
1	Stars Over Hollywood (CBS)	5.6
2	Theatre of Today (CBS)	5.3
3	Grand Central Station (CBS)	4.8

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

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ECONOMICS OF CBS

Alexander to Make Study

IN a move calculated to bolster long-range planning for its radio and television networks, CBS last week named Sidney S. Alexander, chief of the general analysis section of President Truman's Materials Policy Commission, as its economic adviser, a new post. Mr. Alexander's first assignment, it was understood, will be to make an economic study of what is generally regarded as CBS No. 1 priority problem — the network radio situation, which already has reached the point where another round of rate cuts by all networks is generally expected (also see story page 23).

Mr. Alexander

He joined CBS last Wednesday, which leaves him relatively little time to make an exhaustive radio appraisal in advance of the July 2 "crisis conference" of top CBS Radio officials with representatives of stations affiliated with the CBS Radio Network [B•T, June 2, 9].

This meeting, called by George B. Storer of Storer Broadcasting Co. and eight executives of other CBS Radio affiliates, will be preceded by a July 1 session in which the affiliates will meet privately, before the network executives are called in.

The sessions, to be held in New York, were set up by the affiliates in consultation with network executives and their stated pupose is to consider "the current network radio situation," which to most observers means the imminence of further, perhaps substantial cuts in network rates, at least for nighttime hours.

CBS Board Chairman William S. Paley, CBS President Frank Stanton and CBS Radio President Adrian Murphy have agreed to participate in the July 2 conference with the affiliates, more than 100 of whom have indicated they will be represented. Mr. Stanton is abbreviating a European vacation in order to be on hand.

No Specific Assignments

The formal announcement of Mr. Alexander's appointment as CBS economic adviser, issued by President Stanton, did not delineate specific assignments for him.

"Through the preparation of special economic studies," President Stanton said, "Mr. Alexander will serve to further strengthen CBS' long-range business planning program."

Spokesmen reported, however, that his job will be to make radio and television business studies similar to self-analyses which companies in other fields conduct regularly as an aid to sound planning for the future.

In his post with the President's Materials Policy Commission, Mr. Alexander has been working most recently with CBS Chairman Paley, who heads the Materials Policy Commission but who now, for all general purposes, is back at CBS on a fulltime basis. All that remains of his governmental assignment is completion and presentation of the Commission's report—which is expected to prove a newsworthy document — to the President.

Mr. Alexander joined the materials policy commission in April. Before that time he had served since 1949 with the International Monetary Fund, where he reached the post of acting chief of the research department's finance division.

Prior to his entrance into the government service, he was an assistant professor of economics at Harvard U. and a lecturerer on economic problems of Occupied Germany in the Staff Officers Training Program at Columbia U. In addition, he conducted several years of research on the financial structure of American corporations for the National Bureau of Economic Research.

During World War II, he headed economic research on Europe for the Office of Strategic Services, holding the rank of first lieutenant in the Army. He also has served as economic consultant to the Office of Secretary of Defense, the Rand Corp., the Economic Cooperation Administration, the State Dept. and the Treasury Dept.

More Samples from the WHO Mailbag

Gentlemen:

I want to express my thanks and appreciation for the last several years of public service that you have given to the general public and also to motoring public in general.

Many times in the past, your news as to the weather and complete road conditions has altered our course of highway travel. My only hope is that in the near future, other states might follow in your path to help in so complete a safety measure. Regular weather reports given out by most stations are not enough to be of much help when over the road truck traffic is depending on positive conditions. You will probably never hear of it, but your station has saved the Trucking Industry many thousands of dollars by its road conditions report.

I, for one, was delayed in a nearby state for two days because of icy highways. Before starting I had tried to contact local police and newspapers for weather conditions and with little success. The report was, colder. I could not reach WHO as we were too far away. If I could have reached your station, I could have altered my route and would not have had any additional mileage. I also made a trip into the snow area of South Dakota last winter on the strength of your station's weather report.

There are more motorists who depend on WHO for their news and road conditions than from any other source. I, for one, am very grateful for having an Iowa station that is interested in the safety of its motoring public.

J. E. McCULLOUGH
McCullough Transfer Co.
Mt. Pleasant, Iowa

Dear Mr. Woods:

Your courtesy in making it possible for some movie scenes to be taken in the WHO studio was greatly appreciated. It was a joy to work with you and members of your staff who cooperated so fine in making arrangements for this filming as well as participating in it.

When the first contact was made with you it was not our intention to spend so much time in your studio. However, it did mean a great deal to the folks from the International Film Foundation as well as for the other participants to be able to take the other sequence of the class also in the studio.

Thanks so much for your help and if we may ever be of assistance to you do not hesitate to call on the Extension Service.

Sincerely yours,
LOUISE M. ROSENFELD
Assistant Director
Cooperative Extension Work
State of Iowa

Gentlemen:

I wish to extend to you the thanks of our community for your announcements for our school and also for the Lions Club. It is a wonderful service. Your coverage is nearly 100% here.

We heard you say how many announcements you made in those few days. Would you mind sending me that number?

Thanks so much.

Yours,
L. R. WELKER
Pres., Murray School Board,
and also Lions Club Member
Murray, Iowa

Dear Sir:

Thank you very much for your wonderful cooperation in scheduling our spot announcements.

It is only through such a program that we can hope to compile the statistics necessary to carry on our work—to find the cause and cure of multiple sclerosis.

Your valued assistance in helping us achieve our aim is sincerely appreciated.

Cordially,
CORNELIUS H. TRAEGER, M.D.
Medical Director
National Multiple Sclerosis Society
New York, N.Y.

Dear Mr. Woods:

We want to thank WHO for the fine cooperation in presenting the Quiz Kids program on Saturday, March 11. We have heard many excellent comments about this program. We hope that it measured up to your professional standards.

The children seemed to enjoy themselves and we felt that they were remarkably poised. All the WHO personnel with whom we worked were most cooperative.

Thank you again for the opportunity that you gave us to show our interest in handicapped children and to demonstrate their ability.

Yours sincerely,
MRS. DOROTHY P'HILLIPS
Executive Director
Society for Crippled Children
and Adults, Inc.
Des Moines, Iowa

Gentlemen:

I greatly appreciate your broadcasting the program "The New Frontier." Such programs should be an important factor in the effort to eliminate prejudice. I hope that they may continue.

Yours sincerely,
ERMA X. ANDERSON
Des Moines, Iowa

Topnotch time buyers have told us their work sometimes makes them too "statistical"—sometimes makes them forget that what they're really trying to buy is listeners—confidence—*friends.*

Out here at WHO, we've created millions of friends who know we have earned their confidence. Our mailbags prove it. So do our advertisers' *sales records,* month after month and year after year. . . .

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

STERLING DEFENDS

FCC Allocation Plan

STRONG DEFENSE of the FCC's television allocation plan was made last Friday by FCC Comr. George E. Sterling in an address to the Maryland-District of Columbia Radio & TV Broadcasters Assn.

Mr. Sterling struck out at critics of the FCC's Sixth Report and Order, saying that their motives were to get more VHF channels into big cities, at the expense of service to smaller communities.

"One of the basic duties of the Commission in establishing the television broadcasting service," he said, "was to make television service available to *all* the people. A recognition of this important duty was one of the prime considerations which impelled the Commission to establish a Table of Television Assignments rather than permit individual applicants to pick any channel they wished for use in any community."

In what was interpreted as a rebuttal to statements of Comr. Robert Jones, who dissented from the majority decision on TV assignments, Comr. Sterling said:

"If we had permitted the assignment of stations on the hit and miss basis of fortuitous applications filed by persons interested solely in the coverage possibilities of their own particular community, we would undoubtedly not have met our obligation to make the best use of our spectrum."

He defended the mileage separations prescribed in the Sixth Report as intended "to insure that the outlying areas receive a high quality picture." To attain the same objective, he said, the FCC had provided for greater antenna heights and higher radiated powers which "are needed so that the stations may make effective use of the potential service that can be rendered by virtue of wide separations."

As to criticisms that mileage separations in the VHF assignments are too wide, Mr. Sterling said:

"As a matter of fact, unless we reduce separations substantially, the number of additional assignments that we would pick up by reduced separations would be few. And if we did take such action, we would be employing separations below those necessary to insure interference-free service. We would be right back in the ice age, flirting with another 'freeze.'

"The memory of some men is, indeed, short."

Despite other arguments advanced by critics, said Mr. Sterling, "when all the smoke clears away, the obvious reason why our critics are urging narrower separations is to get that additional VHF channel into the larger cities."

He said that the FCC recognized that economic facts of life dictated that "television would start in the larger cities most able to support this new expensive medium of communication.

"It is only if the Commission chooses to disregard the interests of the smaller cities and those residing in outlying areas that it can at this time, on the basis of the engineering facts it now possesses, reduce the mileage separations in order to permit additional assignments in larger cities."

WHOL RE-GRANT

Move Proposed by FCC

PROPOSAL to re-grant WHOL, Allentown the construction permit for a new station on 1230 kc with 250 w, fulltime in that city—made five years ago—was contained in an initial decision by FCC Hearing Examiner Elizabeth C. Smith last week.

Hearings were reopened when the U. S. Court of Appeals in 1950 remanded the case back to the FCC on the ground that its 1949 decision did not take into account the relative needs of Allentown and Easton, Pa., for new service and the relative abilities of the two applicants to serve the greater need.

The other applicant in the case is the Easton Publishing Co. (*Easton Express*) which operates WEEX (FM).

Miss Smith found that the record "clearly shows" a greater need for additional radio service in Allentown than in Easton. She also placed greater reliance on the WHOL record than that of the Easton applicant.

"The Allentown applicant proposes a program service which is geared to the needs and interests of the community it would serve and includes many local programs not otherwise available to the community," Miss Smith ruled, "as well as the network programs of the Columbia Broadcasting System which, too, are not otherwise available to the city of Allentown and several other nearby cities which would receive service."

The examiner declared that she was unsure of Easton's program proposals, since the applicant was not certain whether it would affiliate with a network or not. She also complained of the "evasiveness" of some of the Easton witnesses. She mentioned that the *Easton Express* had not carried the program logs of WEST Easton, but did those of its own WEEX (FM).

Initial decision also revealed that WHOL, which began operating late in 1948, lost $15,223.64 in 1948, $22,012.86 in 1949, made a small profit of $2,548 in 1950 and an estimated profit of $90,000 in 1951.

Between the first grant and the new hearing, the ownership of WHOL changed hands. WHOL is now controlled by Victor C. Diehm and associates. Mr. Diehm is general manager and 25% owner of WAZL-AM-FM Hazleton, Pa.

Radio Needs Muscle . . . . . *By Blayne Butcher*

MANY of us who grew with the radio business, and who are now also engaged in TV, still have a warm spot in our hearts for the old boy, even though he did grow fat and sluggish in the immediate pre-TV era. After all, radio failings were common human failings—not too much work had to be done to produce a good living—and the fat built up in rolls.

But radio's physique is basically strong, and now that some of the fat has to be worked off in the battle for survival against this brash TV youngster, let's assess the prospects.

First off—radio will always be audio only, or it ceases to be radio. So how interesting can we make that audio? And here is where radio has been given a second chance that comes to few who have been victims of easy living. For now radio has the best chance of its life to develop as it began, as a service to its own community. Freed of network domination by nighttime commercials, and certainly in a more commanding position so far as the daily schedule is concerned, radio stations have the opportunity of developing tune-in, by the broadcasts of more events that directly concern their own community — they have the opportunity of more local spot news broadcasts—they have the wonderful opportunity of again working with the people and things that make up their immediate sphere of activity.

If broadcasters can no longer get all of the people all of the time, they can attempt to get all of the people some of the time, and in these days of plenty of car and portable radios and multi-set homes, they will maintain a sizeable audience worthy of advertising attention. They can try to interest the eye-weary TV viewer, who is perhaps tired of being glued to his screen, and who might like some freedom of movement around the house, without sacrificing contact with what's going on in the world, or without sacrificing the possibility of escape through entertainment.

BLAYNE RICHARD BUTCHER, 49, has been in radio nearly half his life. A native of Blackwell, Okla., he entered radio in the late 1920's at WTAR Norfolk, Va. Up to 1927, he served at WLVA Lynchburg, Va., WGH Newport News, WBAP Fort Worth, WLW Cincinnati and WCAU Philadelphia. From 1934 to 1943, he was radio director at Lennen & Mitchell. He was radio-TV director at the Newell-Emmett Co. (now Cunningham & Walsh) from 1943 to 1950. During 1950-1951 Mr. Butcher was a producer at KTTV (TV) Los Angeles. Last year he joined Cecil & Presbrey.

And to digress for a moment, why are radio stations, especially those with no TV affiliation, so backward about using a positive approach in competing for their audience? There's a welter of words about "promotion," a lot of conversation about the vast audience radio still has, but few direct pitches. Why doesn't radio bluntly say to its listeners—"Rest your eyes awhile—Have freedom of movement around the house—Use your imagination—Youngsters watching the kid shows? Tune in the kitchen or bedroom radio"—and other such phrases that play up the advantages of radio listening from the radio station's viewpoint. Foolish indeed would be the advertiser who didn't point up his legitimate claims . . . what is radio afraid of? This is a fight for survival, and no legitimate holds should be barred.

Radio should again go "grass roots" and cater to the basic interests of people. These interests are the same as they have always been. Interests in themselves, their neighbors, their community, and on up the scale to state, national and international affairs. In the first three categories radio once did, and again can do, an outstanding job—a job that probably will

(Continued on page 94)

Politics and out-of-home listening

Extra values this summer for local RADIO news advertisers

The hottest election year in two decades means that news—the people's favorite Radio fare—will pull bigger audiences than ever this summer.

With 23,500,000 auto radios and 34,000,000 secondary and portables—people wherever they go will be listening to local Radio news.

For instance, did you know that:

"73% of all people with TV sets turn to the Radio for news?

Families with TV sets listen to their auto radios 7 times as much in the afternoon as those without TV?"

These and other pertinent facts about local Radio news are in the "NEWS IS IN THE SUMMER AIR" booklet available at your nearest NBC Spot Sales office.

NBC Spot Sales

30 Rockefeller Plaza, New York 20, N.Y.

CHICAGO CLEVELAND WASHINGTON
SAN FRANCISCO HOLLYWOOD
DENVER ATLANTA CHARLOTTE

representing **RADIO STATIONS:**

WNBC	New York
WMAQ	Chicago
KNBC	San Francisco
WTAM	Cleveland
KOA	Denver
WRC	Washington
WGY	Schenectady-Albany-Troy

MBS, WOR-AM-FM-TV Physical Setup Next

WITH THEIR executive lineup for consolidated operations all set and in effect [B•T, June 9], officials of Mutual and WOR-AM-FM-TV New York last week were working on plans for early physical consolidations.

Only moves definitely set late last week called for the Mutual program department—which under the combined operations plan is also the program department of WOR radio—to move from the 19th floor of 1440 Broadway to the 21st floor of the same building, with the combined Mutual-WOR radio and TV advertising, research and public relations department temporarily occupying the space thus vacated on the 19th floor. Both MBS and WOR are largely quartered in the 1440 Broadway building already.

Program Duplication Seen

In addition to the physical realignments, the consolidation is expected gradually to see greater duplication of programs by Mutual and WOR than has been the case in the past. Program operations were said to be high on the priority list for detailed study.

The consolidation plan has been expected since shortly after General Tire & Rubber Co. acquired control of the WOR stations—and with them, control of Mutual—early this year.

The new executive lineup, disclosed 10 days ago and effective immediately, was devised by top executives including General Tire's Thomas F. O'Neil, Mutual president and board chairman; Mutual Executive Vice President William H. Fineshriber Jr., who heads the combined Mutual-WOR radio operations, and J. Glen Taylor, longtime General Tire executive and now a vice president of its overall radio-TV properties, Thomas S. Lee Enterprises Inc. (including the Yankee and Don Lee networks as well as the WOR stations and about 58% of MBS stock).

Theodore C. Streibert, who has headed the WOR stations, is understood to be slated for special duties in the overall Lee Enterprises organization, with one of his first assignments expected to be a TV film syndication project. His new role has not been officially announced, however.

Authorities estimated that approximately 25 persons in the Mutual and WOR organizations are being released as a result of the consolidation.

The Top Realignment

The new executive lineup is as follows, aside from Mr. Fineshriber's responsibility for the combined radio operations of Mutual and WOR:

J. R. Poppele, WOR vice president in charge of engineering for radio and television, now is also in charge of Mutual engineering;

Mr. Fineshriber

Mr. Poppele

Mr. Johnson

Mr. Hult

Mr. Maddux

Mr. Schmid

Mr. Seebach

Mr. Marlow

Mr. Mayo

Mr. Wallen

Mr. Crawford

E. M. Johnson, who has been Mutual vice president in charge of station relations and engineering, is now vice president for station relations only; Julius F. Seebach Jr., WOR-AM-TV vice president in charge of programming, now is in charge of programming for Mutual and WOR radio; Harvey Marlow continues in charge of programming for WOR-TV.

James E. Wallen, Mutual secretary and treasurer, now has additional responsibility for account and administrative operations of WOR radio and TV; Robert A. Schmid, MBS vice president for advertising, public relations and research, now is also in charge of these functions for the WOR stations; Adolf N. Hult continues as Mutual vice president in charge of sales; William Crawford continues as sales manager for WOR radio, while R. C. Maddux, who has been WOR-AM-TV vice president in charge of sales, will concentrate on WOR-TV sales, assisted by Robert Mayo, WOR-TV sales manager.

U.S. TO PROTEST

Korea VOA Shutoff

PROTEST by the U.S. State Dept. was planned Thursday after the South Korean government ordered all Voice of America broadcasts to that country shut off, apparently because they were critical of President Syngman Rhee's attempts to switch Presidential elections from the National Assembly to a popular vote, according to CBS reports.

State Dept. Press Officer Lincoln White said John J. Muccio, U.S. Ambassador to South Korea, is trying to get the broadcasts, which are made in the Korean language, reinstated. American press association news broadcasts also were forbidden by the South Korean government. Korean stations had relayed by longwave the shortwave signals from the U.S.

FOURTH Annual Frolics will be held by American Federation of Radio Artists, June 20, at Los Angeles Breakfast Club.

WTUX RENEWED

Was First Racing C

WTUX Wilmington, Del., a
assed three years by the F
anti-racing policy, last week
granted renewal of its licens

First of the list of stations
for afternoon horse racing b
casts, the Commission said it
applying to the renewal pet
its policy of recognizing a stat
changed attitude and discont
ance of programs "which appe
to aid in the violation of law."

Renewal application of WT
was first heard in May-June 19
before an examiner, with a gra
recommended. The general coun
of FCC excepted and asked
denial, with the FCC itself hear
the case Feb. 17, 1950. The rou
continued until Oct. 11, 1950, wh
FCC denied the renewal.

This denial was based on
thesis that WTUX race resu
were designed to aid illegal bett
and that it had neglected public
fairs programming.

All stations were directed Ja
16, 1951 to answer a questionna
on racing programs, with a numb
set for hearing. Since that ti
some of the stations have be
granted renewals where they d
continued programs which FC
felt might aid in violation of la
[B•T, March 3, 10].

Request of Leonard H. Mark
attorney for WHIM Providenc
R. I., for a ruling on certain type
of racing programs was denied.
Mr. Marks had asked [B•T, April
21] if broadcasting a feature ra
and a summary of results at th
close of the day would be contrary
to public interest. FCC turned
down the petition with the observation that programming responsibility rests with the licensee.

BOSTON AWRT CHAPTER

Organizational Meet June 20

NEW ENGLAND women broadcasters will meet in Boston's Hotel Statler June 20 for the purpose of organizing a local chapter of American Women in Radio & Television, it was announced last week. Highlight of the meeting will be a talk by Harold E. Fellows, president of NARTB, who will act as chief dinner speaker.

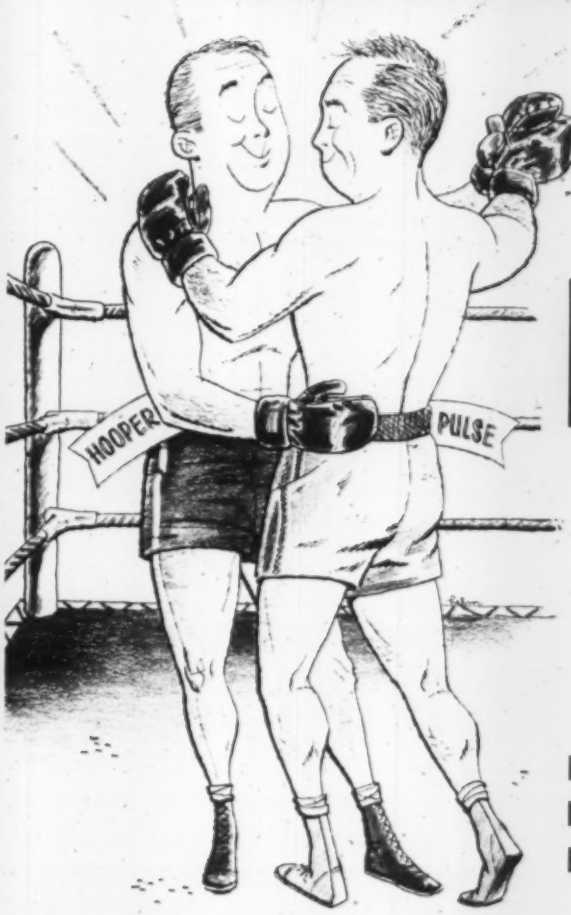
An all-day session is slated to include panel discussions, a business meeting and luncheon and dinner sessions. At the morning session will be a panel on "Today and Tomorrow in Radio and TV," moderated by Louise Morgan, WNAC-AM-TV Boston, and Heloise Parker Broeg, WEEI. Panel will include Marjorie Mills, WBZ; Mildred Carlson, WBZ-AM-TV; Claire Crawford, WORL, and Jan Gilbert, Harold Cabot & Co.

Luncheon meeting will be devoted principally to talks by Doris Corwith of NBC, AWRT national president, and Betty Stuart Smith, J. Walter Thompson Co., New York.

"No Contest"

Between the Rating Services in Houston!

Houston's First PULSE REPORT (April-May 1952) Confirms HOOPERATINGS through many years



KPRC is FIRST

By APRIL-MAY PULSE REPORT, TOO!

	Daytime ¼ Hours 8:00 A.M. to 6:00 P.M. Monday through Friday	Nighttime ½ Hours Monday through Sunday
KPRC	**26**	**40**
Network Station B	10	22
Network Station C	4	4
Network Station D	0	18

April, 1952, Hooper
RADIO AUDIENCE INDEX REPORT SHOWS

KPRC FIRST

31.6% above Network Station B
60% above Network Station C
85% above Network Station D
IN TOTAL RATED TIME PERIODS

KPRC HOUSTON

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager
Nationally represented by **EDWARD PETRY and CO.**

REBROADCAST RULE

NARTB Urged To Oppose

NARTB should attack FCC's policy decision interpreting rebroadcast provisions of the Communications Act. [B•T, May 19], in the opinion of the association's TV Board, which met Monday-Tuesday at Hot Springs, Va.

The board stated its opposition to the plan and recommended that the association take action. A similar proposal was adopted by the NARTB Radio Board at its Thursday meeting in Washington (see Radio Board story, page 28; see FCC decision story, page 49).

The board tabled a proposal to allot $10,000 to Advertising Research Foundation for a study of audience research techniques, pending receipt of a report on the project. Broadcast Advertising Bureau, it was stated, will help finance the ARF study with a $15,000 grant. ARF is a cooperative research group conducting projects on behalf of advertisers, agencies and media. Edgar Kobak, WTWA Thomson, Ga., is ARF president.

The TV directors approved NARTB's efforts to protect telecasters' rights in government study of TV towers and air hazards. Continued action was urged.

Code Fees Continue

Present subscription fees for the NARTB Television Code will continue, it was stated. The fees are scaled downward as the number of subscribers increases, with discounts given NARTB TV members. Ninety stations and four TV networks subscribe to the code.

John E. Fetzer, owner-operator of the Fetzer radio and TV stations, reported as chairman of the NARTB Television Code Review Board on the board's activity and developments at its June 5-6 meeting [B•T, June 9].

A three-man TV Board committee will be named to study the whole problem of TV station dues, reporting back to the board in November on any proposed changes. At present TV stations pay the association half the highest quarter-hour or the five minute rate, whichever is lower, as their monthly association dues. AM stations are assessed a rising-scale fee based on their income, a completely different type of levy. Present TV dues will continue to next April.

At this stage in TV's development, the TV Board felt, the rate-card formula is best but it awaits results of the committee's studies.

The NARTB's combination dues plan was set in motion last winter. Under it, stations get a varying discount if all stations under a common owner belong to NARTB. The TV board voted to set Aug. 31 as the last day the discount can be obtained retroactive to last April 1, when the plan went into effect. Station groups applying for the discount after Aug. 31 will not get the retroactive feature, the discount starting at time the application is filed instead of from last April 1.

Henry W. Slavick, TV board member from WMCT (TV) Memphis, informed the group all Scripps-Howard stations were joining. This would add WNOX Knoxville, Tenn., and WCPO Cincinnati to the present list of Scripps-Howard members, which includes WCPO-TV Cincinnati, WEWS (TV) Cleveland; WMC (TV) and WMCT Memphis.

Of the 108 operating TV stations, 88 are NARTB TV members along with the four national TV networks.

The TV Board objected to an FCC requirement covering reports on station programming for a composite period, contending the period is too short. The board suggested the annual log reports should be compiled on a four-week basis to reflect a true picture of program service.

Many of the actions taken by the TV Board were subject to action taken by the Radio Board. In some cases a mail ballot may be needed where subjects require composite action.

All directors attended the Hot Springs meeting with the exception of Frank M. Russell, NBC, who was excused.

NARTB DISTRICTS

Meeting Schedule Approved

APPROVAL was given the schedule of 1952 NARTB district meetings at board meetings held last week. Sessions open Aug. 18 and wind up Oct. 21.

Basic agendas for the meetings are being developed by NARTB board members and district directors, with specific time to be allocated for TV discussions. The final schedule, just completed, follows (including hotels):

District 7 (Ky., Ohio)—Aug. 18-19, Statler, Cleveland.
District 8 (Ind., Mich.)—Aug. 21-22, Grand, Macinac Island, Mich.
District 11 (Minn., N. D., S. D.)—Aug. 25-26, Duluth, Duluth, Minn.
District 17 (Alaska, Ore., Wash.)—Aug. 28-29, Multnomah, Portland, Ore.
District 15 (N. Calif., Hawaii, Nev.)—Sept. 4-5, Mark Hopkins, San Francisco.
District 16 (Ariz., S. Calif.)—Sept. 8-9, Del Coronado, Coronado Beach, Calif.
District 14 (Col., Ida., Mont., N. M., Utah, S. D., Wyo.)—Sept. 11-13, Brown Palace or Cosmopolitan, Denver.
District 12 (Kan., Okla.)—Sept. 15-16, Lassen, Wichita.
District 13 (Tex.)—Sept. 18-19, Texas, Fort Worth.
District 10 (Iowa, Mo., Neb.)—Sept. 22-23, Elms, Excelsior Springs, Mo.
District 9 (Ill., Wis.)—Sept. 25-26, Plankinton, Milwaukee.
District 4 (D. C., N. C., S. C., Va.)—Oct. 2-3, Carolina, Pinehurst, N. C.
District 5 (Ala., Fla., Ga., P. R.)—Oct. 6-7, Biltmore, Atlanta.
District 6 (Ark., La., Miss., Tenn.)—Oct. 9-10, Peabody, Memphis.
District 3 (Del., Md., Pa., W. Va.)—Oct. 13-14, Penn Harris, Harrisburg, Pa.
District 2 (N. Y., N. J.)—Oct. 16-17, Westchester, N. Y.
District 1 (Conn., Me., Mass., N. H., R. I., Vt.)—Oct. 20-21, Statler, Boston.

1882 William Edmund Scripps 1952

WILLIAM E. SCRIPPS, 70, pioneer broadcaster and publisher, died early Thursday at his country estate near Lake Orion, Mich. Death was due to a heart condition induced by a year's respiratory illness.

A member of a prominent journalistic family, Mr. Scripps and his son, William J. Scripps, started WWJ Detroit in the summer of 1920 and WWJ-TV in 1947. The elder Mr. Scripps encouraged his son's radio activities in 1920 by providing ham transmitters at home and at the *Detroit News*.

W. E. Scripps

Head of the *News* since 1926, Mr. Scripps had been with the newspaper founded by his father, the late James E. Scripps, nearly 56 years.

In directing his radio and newspaper interests, Mr. Scripps preferred to take a behind-the-scenes role. He became interested in aviation as a sport and the *News* soon was pioneering delivery of newspapers by planes.

For some years he had spent much of his time at his well-known farm, Wildwood, which produced prize-winning cattle. The farm included a game refuge of 3,830 acres and he was active in reforestation. He had many charities and had given his private art collection to the city of Detroit as well as his home, which became Mt. St. Mary's Residence for Girls.

Mr. Scripps' father was a half-brother of the late Edward W. Scripps, who had held a controlling interest in the Scripps-Howard newspaper chain. Edward W. Scripps also founded United Press and Newspaper Enterprise Assn.

Born in Detroit May 6, 1882, William E. Scripps attended Michigan Military Academy and joined the *News* in 1896. Besides serving as publisher of the *News*, he was president of Scripps Motor Co., manufacturing marine engines. In 1941 he was a member of the Seaway for Defense Committee, formed by civic and business leaders to get support for the Great Lakes-St. Lawrence Seaway project.

He was a member of the Associated Press, Detroit Board of Commerce, Detroit Athletic and Bloomfield Hills Country Clubs, and Country Club of Detroit.

Surviving are his widow, the former Nina Downey, whom he married in 1901; three children, William J., Robert W. and Mrs. Richard M. Spitzley, all of Detroit; 12 grandchildren and three great-grandchildren.

ACLU COMPLAINT

FCC Votes to Dism

REVERSING a previous vote, the FCC last week voted to dismiss the complaint of the American Civil Liberties Union against ABC, CBS, DuMont, NBC and stations WPIX (TV) New York and KOWL Santa Monica, Calif.

Commission's order specifically dismissed only that portion of the ACLU complaint which asked that the licenses of the networks' stations and the other two mentioned be put on temporary extension.

Order also renewed for regular one-year period the licenses of WNBT (TV) New York (NBC) and of WCBS-TV New York (CBS). Both these stations' licenses were due for renewal June 1—but Commission's failure to act on them two weeks ago extended them temporarily. Also involved were a number of remote and pickup licenses by the various networks.

DuMont stations are at present on temporary license due to that network's involvement in the Paramount case and, therefore, last week's FCC order made no mention of them.

Neither did last week's order mention KOWL. That station's license does not expire until May 1, 1954.

Two weeks ago the Commission voted 3 to 2 not to take any action on those licenses up for renewal because of the ACLU complaint. FCC Chairman Paul A. Walker and Comrs. Frieda B. Hennock and E. M. Webster were the majority. Comrs. Rosel H. Hyde and Robert T. Bartley the minority. Comrs. George E. Sterling and Robert F. Jones were out of town.

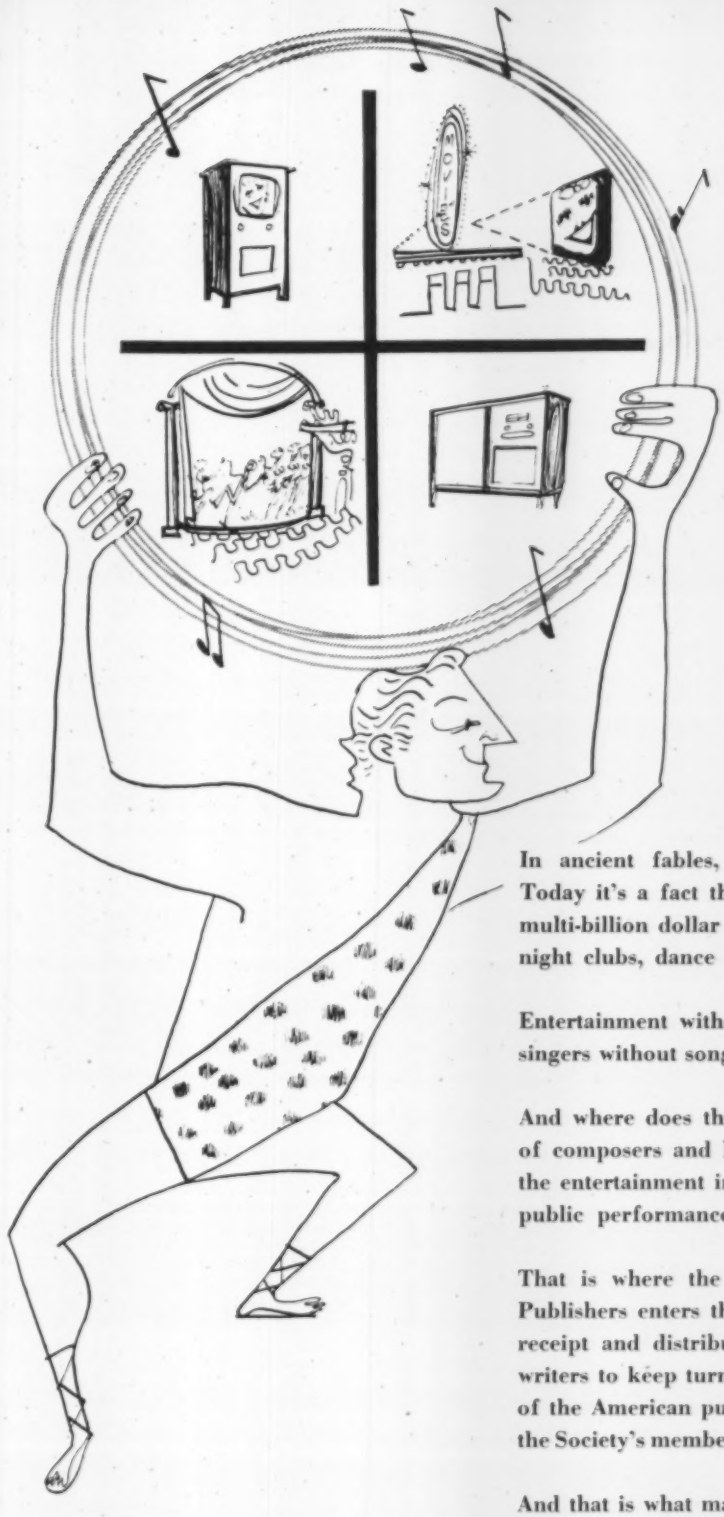
Last week's vote was unanimous, with all Commissioners present.

It was understood that originally the FCC voted to renew the licenses involved notwithstanding the complaint, but upon the urging of General Counsel Benedict P. Cottone the decision not to renew was taken. [See editorial, "Black Magic," B•T, June 9].

The ACLU complaint was filed with the FCC last April [B•T, April 14]. It charged that the networks and individual stations named were "blacklisting" certain performers because their names were listed in the anti-communist *Red Channels*. It asked that the FCC put on temporary license the stations involved, or if such licenses were renewed that the Commission require the licensees to sign a pledge not to use a blacklist. It also asked that the Commission conduct an inquiry on whether blacklisting was being practiced by radio-TV stations.

Technically, the request for an inquiry still pends before the Commission. It is believed doubtful, however, that anything approaching a full-scale investigation will eventuate.

In replies to the ACLU complaint, the networks and stations denied that they were using a blacklist to keep performers off the air.



MUSIC

...the Atlas of the Entertainment World

In ancient fables, Atlas supported the world upon his shoulders. Today it's a fact that music supports the entertainment world . . . a multi-billion dollar industry . . . a world of radio, television, movies, night clubs, dance halls, concerts, musicals, etc.

Entertainment without music would be entertainment without profit, singers without songs, orchestra leaders without orchestras.

And where does this music come from? It comes from hundreds of composers and lyricists who can keep on writing these songs for the entertainment industry only because they receive royalties for the public performance for profit of their works.

That is where the American Society of Composers, Authors and Publishers enters the picture. By acting as a clearing house for the receipt and distribution of performance fees, ASCAP enables these writers to keep turning out the songs and melodies for the enjoyment of the American public. All of the thousands of songs composed by the Society's members are available to you under a single ASCAP license.

And that is what makes this license important to you. It helps make your business profitable by giving you ready access to the best in the music of America — the music people have requested, over and over again, through the years.

This is the first in a series of advertisements telling the story of ASCAP

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, NEW YORK

APRIL NETWORK SALES

324 Advertisers Buy Radio

A TOTAL of 161 advertisers in April bought $13,943,887 worth of radio network time, averaging $86,608 apiece, while 163 advertisers spent $15,014,091 for TV network time, an average of $92,111 each, according to a BROADCASTING • TELECASTING analysis of advertising expenditures for network time as reported by Publishers Information Bureau.

Network television held a similar slight lead over network radio for the first four months of 1952, as it did in April. During the January-April period, 179 advertisers used time on the radio networks, spending in the four months a combined total of $56,544,685, or an average of $315,892. Meanwhile, TV networks boasted a total of 191 clients who bought $60,686,549 worth of TV network time or an average of $317,731. All dollar figures are calculated at the one-time rate, before volume or frequency discounts, and therefore somewhat in excess of actual out-of-pocket expenditures of advertisers.

Procter & Gamble Co., as usual, stands at the top of the sponsor list in both radio and TV network programs, measured by the amount of time purchased. It is perhaps significant that six companies appear on both lists of the top 10 sponsors (Table I for radio, Table IV for TV)—Colgate-Palmolive-Peet Co., General Foods, General Mills, Lever Bros. and Liggett & Myers, in addition to P & G. Leading advertiser in each product group of advertisers for each network medium is shown in Table II for radio and Table V for TV.

Decline of radio network billings over the past year and the concurrent rise in TV network time sales are detailed by product groups in Tables III and VI, respectively. Class by class, these two tables afford a clear overall picture of the changes in radio and TV sponsorship during the past year, with April of 1952 compared with the same month of 1951 and the first four months of each year compared.

* * *

TABLE I

Top Ten Radio Network Advertisers in April 1952

1. Procter & Gamble Co.	$1,431,919
2. Sterling Drug	601,887
3. Miles Labs	597,239
4. Lever Brothers Co.	578,567
5. General Foods Corp.	568,638
6. General Mills	511,868
7. Liggett & Myers Tobacco Co.	474,489
8. American Home Products Corp.	406,949
9. Philip Morris & Co.	384,562
10. Colgate-Palmolive-Peet Co.	378,127

* * *

TABLE IV

Top Ten TV Network Advertisers in April 1952

1. Procter & Gamble Co.	$1,277,450
2. General Foods Corp.	725,736
3. Colgate-Palmolive-Peet Co.	626,219
4. R. J. Reynolds Tobacco Co.	594,785
5. Lever Brothers Co.	471,993
6. Liggett & Myers Tobacco Co.	461,125
7. American Tobacco Co.	427,470
8. P. Lorillard Co.	365,429
9. General Mills	305,014
10. General Motors Corp.	286,745

TABLE II

Leading Radio Network Advertiser for Each Product Group During April 1952

Class	Advertiser	Gross Time Purchases
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$31,052
Apparel, Footwear & Access.	Cannon Mills	9,440
Automotive, Auto. Access. & Equip.	Goodyear Tire & Rubber Co.	79,860
Beer, Wine & Liquor	Falstaff Brewing Corp.	81,631
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	69,138
Confectionery & Soft Drinks	Wm. Wrigley Jr. Co.	146,715
Consumer Services	Electric Companies Advertising Program	63,055
Drugs & Remedies	Miles Labs	597,239
Foods & Food Products	General Foods Corp.	562,379
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	102,222
Horticulture	Ferry-Morse Seed Co.	22,068
Household Equip. & Supplies	Philco Corp.	138,139
Household Furnishings	Armstrong Cork Co.	33,136
Industrial Materials	U. S. Steel Corp.	$ 97,[illegible]
Insurance	Prudential Insurance Co. of America	122,[illegible]
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	91,[illegible]
Office Equip., Stationery & Writing Supplies	Hall Brothers Co.	68,[illegible]
Publishing & Media	Time Inc.	54,[illegible]
Radios, TV Sets, Phonographs & Musical Inst. & Access.	RCA	58,[illegible]
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	2,[illegible]
Smoking Materials	Liggett & Myers Tobacco Co.	474,[illegible]
Soaps, Cleansers & Polishes	Procter & Gamble Co.	982,[illegible]
Toiletries & Toilet Goods	Procter & Gamble Co.	376,[illegible]
Transportation, Hotels & Resorts	Assn. of American Railroads	61,[illegible]
Miscellaneous	American Federation of Labor	100,[illegible]

* * *

TABLE III

Gross Radio Network Time Sales by Product Groups for April and January-April, 1952 Compared with 1951

	April 1952	Jan.-April 1952	April 1951	Jan.-April 1951
Agriculture & Farming	$60,514	$255,498	$60,196	$252,886
Apparel, Footwear & Access.	23,364	104,698	68,326	428,961
Automotive, Auto. Access. & Equip.	319,125	1,330,210	385,137	1,649,574
Beer, Wine & Liquor	255,314	914,523	241,457	1,217,705
Bldg. Materials, Equip. & Fixtures	90,104	320,724	124,070	468,391
Confectionery & Soft Drinks	523,089	2,168,610	571,769	2,116,569
Consumer Services	202,907	810,861	268,531	1,193,484
Drugs & Remedies	1,960,229	7,554,377	2,030,011	8,478,727
Food & Food Products	3,279,128	13,205,076	3,865,626	15,956,815
Gasoline, Lubricants & Other Fuels	431,378	1,845,394	464,510	2,097,465
Horticulture	24,376	62,995	24,084	66,231
Household Equip. & Supplies	295,524	1,303,075	243,125	964,783
Household Furnishings	84,571	396,045	83,395	297,616
Industrial Materials	206,130	910,708	196,557	729,018
Insurance	$286,814	$1,162,435	$263,930	$1,032,98[illegible]
Jewelry, Optical Goods & Cameras	91,824	389,664	125,990	428,[illegible]
Office Equip., Stationery & Writing Supplies	65,984	279,077	70,968	308,[illegible]
Political		704		120,[illegible]
Publishing & Media	68,263	265,933	8,288	124,[illegible]
Radios, TV Sets, Phonographs, etc.	108,977	527,668	193,868	734,[illegible]
Retail Stores & Direct Mail	2,688	8,334	5,583	10,[illegible]
Smoking Materials	1,596,250	6,589,460	1,900,724	7,480,[illegible]
Soaps, Cleansers & Polishes	1,623,546	6,256,331	1,646,766	6,353,[illegible]
Toiletries & Toilet Goods	1,882,935	7,921,926	2,506,301	9,527,[illegible]
Transportation, Hotels & Resorts	61,902	344,643	118,170	488,[illegible]
Miscellaneous	398,951	1,615,716	436,526	1,731,[illegible]
Totals	$13,943,887	$56,544,685	$15,921,908	$64,054,[illegible]

Source: Publishers Information Bureau.

* * *

TABLE V

Leading TV Network Advertiser for Each Product Group During April 1952

Class	Advertiser	Gross Time Purchases
Apparel, Footwear & Access.	International Shoe Co.	$80,940
Automotive, Auto. Access. & Equip.	General Motors Corp.	230,270
Beer, Wine & Liquor	Anheuser-Busch	152,200
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	66,720
Confectionery & Soft Drinks	Mars Inc.	151,395
Consumer Services	Arthur Murray School of Dancing	19,920
Drugs & Remedies	American Home Products Corp.	142,500
Foods & Food Products	General Foods Corp.	725,736
Gasoline, Lubricants & Other Fuels	Texas Co.	224,475
Horticulture	Jackson & Perkins Co.	1,905
Household Equip. & Supplies	General Electric Co.	186,800
Household Furnishings	Armstrong Cork Co.	111,300
Industrial Materials	Reynolds Metals Co.	120,945
Insurance	Mutual Benefit Health & Accident Assn.	$32,[illegible]
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	48,[illegible]
Office Equip., Stationery & Writing Supplies	Hall Brothers Co.	98,[illegible]
Political	Democratic State Committee of N. Y.	4,[illegible]
Publishing & Media	Curtis Publishing Co.	49,[illegible]
Radios, TV Sets, Phono., Musical Inst. & Access.	RCA	168,[illegible]
Retail Stores & Direct Mail	Drugstore Television Productions	87,[illegible]
Smoking Materials	R. J. Reynolds Tobacco Co.	594,[illegible]
Soaps, Cleansers & Polishes	Procter & Gamble Co.	897,[illegible]
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	475,[illegible]
Miscellaneous	Quaker Oats Co.	88,[illegible]

* * *

TABLE VI

Gross TV Network Time Sales by Product Groups or April and January-April, 1952 Compared with 1951

	April 1952	Jan.-April 1952	April 1951	Jan.-April 1951
Apparel, Footwear & Acces.	$327,308	$1,431,370	$266,604	$972,351
Automotive, Automotive Supplies & Equip.	1,170,975	5,019,360	775,673	3,339,527
Beer, Wine & Liquor	517,412	2,195,390	387,205	1,493,297
Building Materials, Equip. & Fixtures	86,104	325,106	5,945	7,690
Confectionery & Soft Drinks	425,025	1,904,232	261,633	861,459
Consumer Services	19,920	84,660	59,415	232,100
Drugs & Remedies	477,073	1,738,525	153,255	528,565
Food & Food Products	3,021,974	11,951,340	2,129,836	7,657,014
Gasoline, Lubricants & Other Fuels	364,305	1,520,283	212,915	823,345
Horticulture	1,905	1,905	.....	.....
Household Equip. & Supplies	820,941	3,588,770	588,368	2,411,712
Household Furnishings	267,223	869,768	347,863	1,322,679
Industrial Materials	354,807	1,586,497	297,465	1,166,725
Insurance	33,300	126,490	31,180	176,[illegible]
Jewelry, Optical Goods & Cameras	211,485	680,415	250,487	779,[illegible]
Office Equip., Stationery & Writing Supplies	98,830	665,740	26,010	76,[illegible]
Political	4,035	72,617		
Publishing & Media	73,026	260,067	78,765	227,[illegible]
Radios, TV sets, Phono. Musical Inst. & Access.	339,325	1,597,190	460,309	1,787,[illegible]
Retail Stores and Direct Mail	87,900	385,250	126,820	689,[illegible]
Smoking Materials	2,331,600	9,172,452	1,232,325	4,749,[illegible]
Soaps, Cleansers & Polishes	1,545,813	6,456,436	867,898	2,513,[illegible]
Toiletries & Toilet Goods	2,274,617	8,317,556	958,948	3,747,[illegible]
Miscellaneous	159,188	735,130	144,560	507,[illegible]
TOTAL	$15,014,091	$60,686,549	$9,633,479	$36,071,[illegible]

Source: Publishers Information Bureau.

wherever you go there's radio . . .

transmitted through Truscon Steel Towers

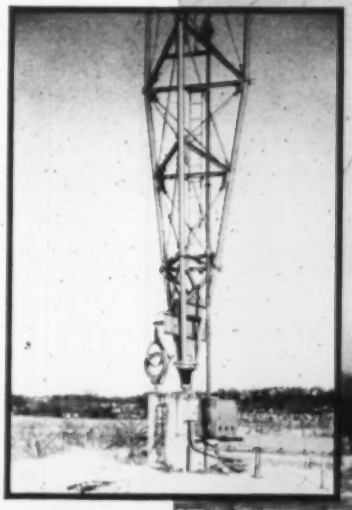
Truscon Steel Towers dot the landscape in America and foreign lands, performing dependably under the greatest extremes of geographical and meteorological conditions.

Typical example is the new 409 feet high Truscon Guyed Tower with RCA 4-section HD pylon 56 feet high, erected for WCOP-FM Broadcasting Station at Boston, Mass.

Lessons learned through experience, observation, and coordination with leading tower erectors during construction of hundreds of towers, are reflected in the design, detail, and safe and simple field assembly of all Truscon Steel Radio Towers.

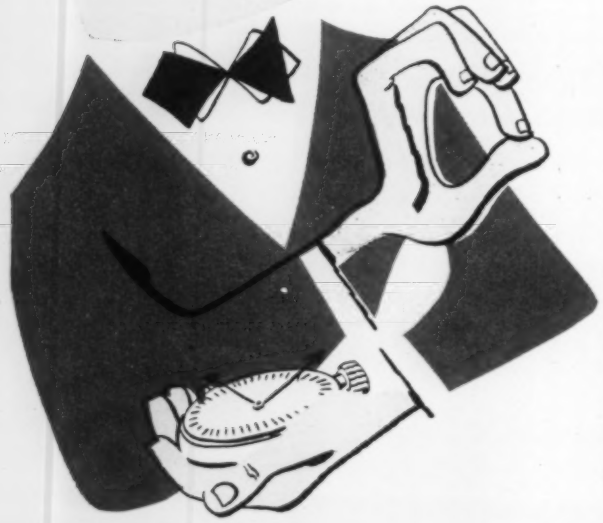
Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY
1074 Albert Street
Youngstown 1, Ohio
Subsidiary of Republic Steel Corporation



TRUSCON . . . a name you can **build** on

NOW...say goodbye to timing error problems!



"SCOTCH" Brand's sensational, NEW 7" plastic professional reel cuts timing error of tape recorded programs up to ONE HALF

If timing problems are the bug-a-boo of your job as a recording engineer, you are no exception. Recording engineers agree that nothing is as distressing as having a tape recorded program run over or under specified time, creating a scheduling problem. But why not relax and breathe easy? You can, you know, because "SCOTCH" Brand, first in sound recording tape, announces its new, exclusive 7" plastic professional reel.

HAILED BY BROADCASTING & RECORDING INDUSTRY LEADERS

Every test on professional recording machines proved conclusively the superiority of "SCOTCH" Brand's exclusive, new 7" reel as contrasted to the standard 7" reel. In every instance the maximum deviation of the recorder speed has been reduced to one-half that experienced using the standard 7" reel.

EXTRA ADVANTAGES OF THE NEW PLASTIC PROFESSIONAL 7" REEL

REDUCTION OF PITCH CHANGES — Pitch changes can be a source of trouble when making continuous long recordings on two machines. Because of the closer speed control made possible by the new plastic professional reel, pitch changes in musical selections are greatly reduced.

MINIMIZED MECHANICAL DISTORTION OF TAPE — On the new professional reel there is only one small threading slot. This minimizes the mechanical distortion of the layers of tape nearest the hub.

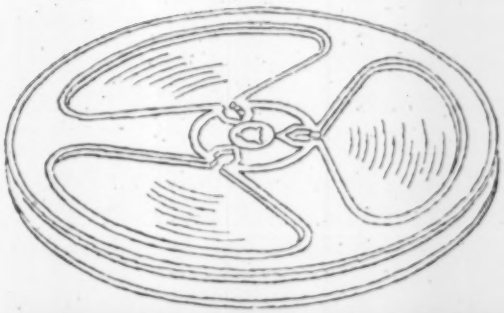
MORE UNIFORM WINDING — The new plastic professional reel does not attain as high a rotational speed as the standard 7" reel. This results in less vibration and smoother re-winding.

ORDER TODAY FROM YOUR ELECTRONIC PARTS DISTRIBUTOR

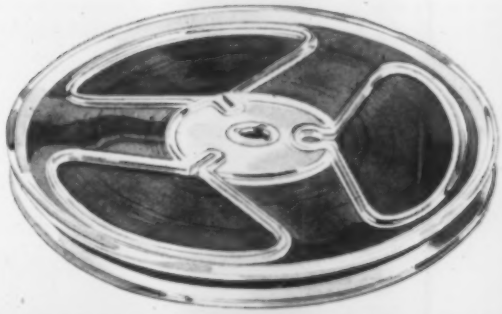
EXCLUSIVE DEVELOPMENT

IN PROFESSIONAL 7" REELS

OLD



NEW



SCOTCH® Sound Recording Tape

"SCOTCH" Brand's new, professional reel has an exclusive, large-sized hub (2¾" in diameter as compared to the 1¾" diameter hub for the standard 7" reel). This gives "SCOTCH" Brand's new, professional reel the same ratio of outside diameter to hub diameter as that of the standard NAB metal reel.

While timing is also determined by mechanical considerations in recording machines, tape reels play an important part in this problem. With the standard 7" reel, as tape is spooled from the supply reel on to the take-up reel, tension is constantly varying because of the changes in the effective reel diameters. This change in tension causes slight variations in speed; the tape running faster at the beginning of the reel, and slower at the end. The hub of "SCOTCH" Brand's new plastic professional reel is purposely made large to eliminate tension change while the tape is playing.

More than 1200 feet of "SCOTCH" Brand's exclusive *dry lubricated* Sound Recording Tape is readily stored on the new professional 7" reel.

Quality Guarantee

The Sound Recording Tape supplied on "SCOTCH" Brand's new, professional 7" reel is 100% splice free.

Tape wound on the new 1200 foot reel has an output variation at 1000 cps less than plus or minus ¼ db, and is less than plus or minus ½ db from reel to reel.

3M COMPANY

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "SCOTCH" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 270 Park Avenue, New York 17, N.Y. In Canada: London, Ont., Can.

in public service . . .

WNAR Norristown, Pa., helped to send a blind bowling team to the National Blind Tournament in New York. The bowling team had wanted to participate in the tournament but needed $150 in travel funds. WNAR conducted a week-long campaign over the *Allan Michaels Morning Show*, getting more than $200 in contributions.

* * *

KGLO Raises Funds

THREE fund-raising campaigns by KGLO Mason City, Iowa, secured $1,100 for flood relief, $800 for a recreation area beautification project and $1,600 for the local polio drive, according to Bud Suter, KGLO program and sports director.

* * *

WESC Aids Child

WESC Greenville, S. C., through disc jockeys Fred Heckman and Jack Strong, appealed to listeners for hospital funds for a five-year-old child in need of brain surgery. Listeners responded with $135. This amount, added to $100 donated by the local chapter of the American Red Cross, was enough to have the child admitted to Duke U. Hospital in Durham, N. C.

* * *

Funds for Announcer

STAFFERS of CHUM Toronto, Ont., began a fund-raising drive which eventually reached $941 to pay the medical expenses for Cam Langford, CJOY Guelph, Ont., announcer, who was paralyzed after auto accident injuries. Contributions came from listeners, radio and recording people, and the audiences at a performance of *Treasure Trail*, a radio quiz and celebrities show.

Red Cross Jamboree

RED CROSS drive by KYMA, Yuma, Ariz., saw $14,000 goal there reached with Program Director Bob Vache acting as a "human" gauge in a four-hour climb up the 250-w station's antenna to measure progress of contributions. The KYMA drive featured a "Red Cross Jamboree."

* * *

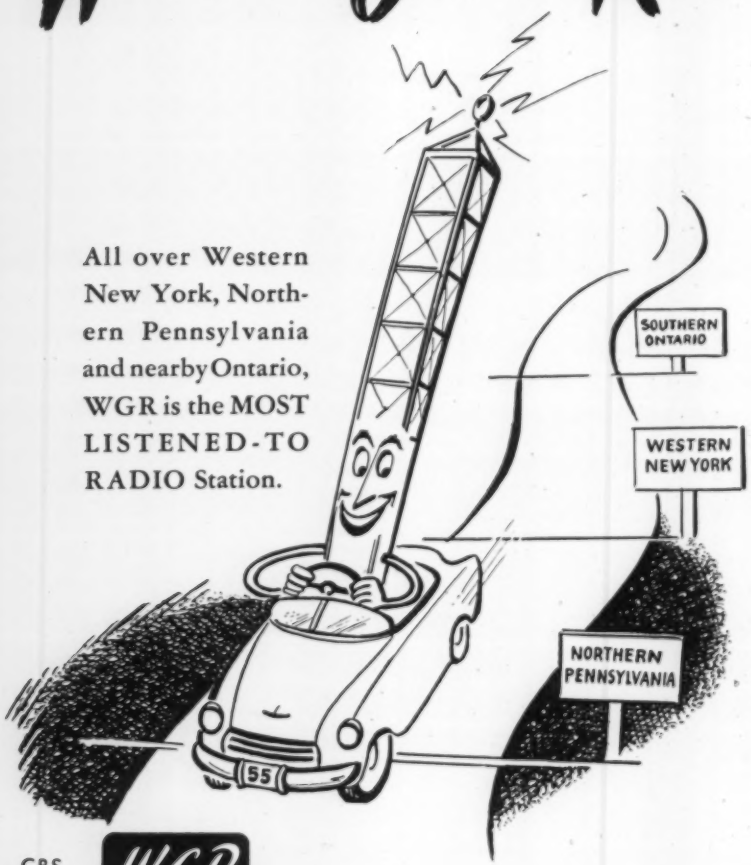
Radio Solves Robbery

WHEN a lone robber held up a bank in California, Mo., he was apprehended three hours afterward. A listener heard a description on the KWOS Jefferson City *MFA Neighbors* and notified law officials.

FOR THE 19th consecutive year, t two persons above have gone thro this ceremony of signing a contr Clothier Henry Holmes (l), presid of H. G. Holmes & Sons, once op signs for KTUL Tulsa's *News o Home*, while R. P. (Bud) Akin, KT senior account executive, beams sa faction. Mr. Holmes, the statio oldest continuous advertiser, was n of Mr. Akin's first sales client, pleasant relationship that has be lasting.

WHEREVER YOU GO THERE'S RADIO

All over Western New York, Northern Pennsylvania and nearby Ontario, WGR is the MOST LISTENED-TO RADIO Station.



CBS Radio Network

WGR 55 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WTMJ CHANGES

Three Executives Affect

THREE changes in the executive staff of WTMJ-AM-TV Milwaukee have been announced by Walter J. Damm, vice president and general manager of the stations.

Russell G. Winnie becomes assistant general manager of radio, succeeding L. W. Herzog. George Comte will be stations' manager, succeeding Mr. Winnie. Mr. Herzog's post is to be research and development coordinator.

Mr. Winnie joined the *Journal* stations in 1928 and has been stations' manager since June 1943. Mr. Comte has been at WTMJ since 1935 and became an assistant to the manager in 1950. Mr. Herzog has been with the *Journal* interests since 1924. He became station manager of WTMJ in 1939 and in 1941 was named assistant general manager of radio.

Mr. Winnie

Mr. Comte

WLPO's New Plant

CONSOLIDATION of office and studio facilities under the same roof by WLPO La Salle, Ill., is scheduled to take place Wednesday without interruption in regular broadcast operations, according to Bill Holm, general manager. The station's new quarters are located at the transmitter site immediately south of La Salle-Peru.

HELICOPTER DROPS OIL EXPLORATION CREW into rough California terrain where geologists will study surface rock structures in their never-ending search for oil. Despite long chances involved, U. S. oilmen last year found twice as much new oil as nation used.

Biggest Search in History Pays Off For U. S. Oil Consumers

Last year oilmen found two barrels of new oil in the United States for every barrel the nation used, in spite of the tremendous odds against finding new sources of oil. As a result, the nation's known underground oil supplies are now at an all-time high—over four times what they were thirty years ago.

These record discoveries are remarkable when you consider the risks oilmen take in their search for oil. The odds are 8 to 1 against bringing in a producing well in an area where oil has never been found before. Yet by drilling more wells in 1951 than ever before, oilmen discovered a record amount of new oil to assure your future needs.

It is no accident that year after year America's thousands of privately-managed oil businesses find more oil in the U. S. than America uses. The odds against finding new sources of oil are great, but the men who compete in the search for oil are willing to accept these odds as long as the chance to stay in business by earning a fair profit exists.

This is America's competitive system at work—and a good example of how it benefits you and the nation.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

MINIATURE EARTHQUAKES like this were set off by the hundreds of thousands last year to chart underground rock formations, permitting exploration crews to pinpoint *likely* oil drilling locations. Even using latest scientific equipment, odds against finding new oil are great.

ENOUGH OIL FOR THE FUTURE? This chart gives the answer. America's known underground oil supplies are increasing steadily though U. S. uses more oil every year. Ample oil supplies help make oil products a real bargain. Today's high quality gasoline costs about same as gasoline did in 1925—only taxes are higher. Yet 2 gallons now do work 3 used to do.

BBC'S POLICY

First Step To Commercialism

FIRST STEP toward the introduction of commercial competition to the BBC monopoly in broadcasting in Great Britain was taken last Wednesday, when the House of Commons approved a Government White Paper on the future of broadcasting, including a proposal for privately-owned advertising-supported TV stations to operate alongside the BBC's non-commercial tax-supported stations. In radio, the BBC's exclusive broadcasting rights were extended for another 10 years.

Step was a long one, marking as it did the first time that any official sanction has been given in the United Kingdom to anything but the BBC's monopolistic public service type of radio and TV operation. While only television is mentioned in the measure, informed observers seem to be in agreement that once commercial television has been added to the broadcasting scene, the introduction of commercial radio can not lag far behind.

No Early Commercials

But it should not be assumed that the vote means that the British public will start getting commercial programs on their TV sets in the near future. The date when video commercials first go out into the English air is still some years away, estimates of just how many years varying from 3 to 10 or more. Estimates like the House of Commons vote are based primarily on the political views of the estimators.

Specifically, the government proposed and the House adopted the suggestion "that in the expanding field of television provision should be made to permit some element of competition [to the BBC] when the calls on capital resources at present needed for purposes of greater national importance make this feasible."

Freely translating "purposes of greater national importance" as "rearmament" makes it apparent that no private broadcasters are going to be licensed in England for some time to come. Furthermore, there is as yet no machinery for issuing commercial TV licenses there. The White Paper pointed out:

"As the policy governing the BBC charter and license is always considered by Parliament on the occasion of renewal, the government thinks that Parliament should have a similar opportunity of considering, before the licensing of the first station, the terms and conditions under which competitive television would operate.

"It would be necessary to introduce safeguards against possible abuses and a controlling body would be required for this purpose, for regulating the conduct of new stations, for exercising a general oversight of the programmes and for advising on appropriate matters." It has been commented that if in establishing a British counterpart of our FCC the above language should be retained, that final phrase "advising on appropriate matters" might well prove as plaguing to the English as the "public interest, convenience or necessity" of our communications act has in this country.

"The new stations would not be permitted to engage in political or religious broadcasting," the government states. "Licenses for any new stations would be granted (and, if necessary, withdrawn) by the Postmaster General on the advice of this body, subject to reservation by the government of all rights in time of emergency."

Technical Aspects

On the technical side, the White Paper points out that the private TV stations would have to use "higher frequencies." The introduction of competitive TV service would also require changes in the design of English TV receivers for multi-station reception and the production of adaptors for present sets, which can receive only the single channel now utilized for telecasting by the BBC TV stations.

Even when material is free for such non-defense uses as the erection of TV stations, commercial operators will not be at the head of the line, but must cue up behind the BBC. The Government White Paper states:

"For many years the BBC has been prevented by limitations on capital investment from developing television in certain areas and from introducing very high frequency sound broadcasting. The government considers that the BBC has a continuing obligation to provide adequate national broadcasting services throughout the United Kingdom and the fulfillment of this policy must clearly have first claim when labor and materials become available."

There are now four TV stations in the United Kingdom—three in England and one in Scotland—with a fifth, in Wales, scheduled to be added in August. BBC plans also call for the future erection of five lower powered video transmitters. At present, all stations broadcast the same programs, originated mostly in London.

Half-Million TV Sets

There are about 500,000 TV sets installed in the United Kingdom, which has some 12 million licensed radio sets. License fees of 2 pounds ($5.60) a year on radio sets and of twice that sum on TV sets furnish the money with which the BBC operates.

At present all this revenue goes to the BBC; the government proposes that 15% be put into the nation's general finances, with the BBC operating on the remaining 85%, for the first three years of the new proposed 10-year charter. After the three-year period, opportunity would be provided to review this financial arrangement.

In the debate of the White Paper in the House of Lords, it was reported that the BBC's revenue from license fees runs at the rate of about $32.2 million a year.

During the House of Lords debate, which was pushed vigorously by both proponents and opponents of sponsored programs, it was reported that public opinion polls in recent years have shown about 65% of the British public favor some competition to the BBC. Newspaper associations have opposed the introduction of advertising into TV. Somewhat more surprising is the report that English advertisers and advertising agencies are divided on the advisability of commercial TV, although the majority of each group favors the idea.

The vote of the Incorporated Society of British Advertisers was 169 in favor to 122 against, while the Institute of Incorporated Practitioners in Advertising members voted 201 for commercial television and 181 against.

GET THE BIG PLUS IN CINCINNATI

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

Youthful Applicants

TWO young men—who evidentally have heard that radio is a young man's game — filed for a new AM station for Oxford, Ohio, last week. The duo, Eugene Napier and Richard Plessinger, are 17 and 18 years old, respectively. They seek 1090 kc with 500 w daytime, and expect that the station will cost $10,350 to build, $23,000 a year to operate, and take in $27,000 a year revenue. "The station will give the sponsor as much time as possible and still not make it hard on the listener," they state in their application. Mr. Napier is a student at the Stewart High School, Oxford, and Mr. Plessinger is a serviceman for McFarland Radio Service, also in Oxford.

ANTI-TRUST CASE

New Delay to Septemb

HEARING on RCA's motion for withdrawal or modification of the government subpoena for RCA records in its anti-trust probe of the electronics manufacturing industry has been postponed to Sept. 2.

The hearing had been slated for last Thursday in the U. S. Court for the Southern District of New York, but was rescheduled for September, government authorities said, upon RCA request and approval of Justice Dept. officials in Washington.

Authorities said the action naturally delays RCA compliance with the subpoena but does not affect that of other manufacturers subpoenaed, which, it is generally accepted, includes virtually all major producers of AM, TV or FM transmitting equipment [B•T, March 3, et seq.].

Except for RCA, it was reported, manufacturers who received subpoenas have complied "in whole or in part" with the Justice Dept. request. Attorneys are now engaged in the substantial task of sifting through the mass of corporate records, correspondence, reports etc., which have been submitted.

In seeking modification or withdrawal of its subpoena, RCA contends the demand for voluminous data—some dating back to 1934—is "too broad, unreasonable and oppressive." Further company claims are that a part of the subpoena relating to RCA licensing was adjudicated in a 1932 consent decree and that the courts ruled in 1942, when the Attorney General had attempted to re-open the case, that it was closed.

ALAN REED, who portrays Pasquale on CBS Radio *Life With Luigi*, organized marathon broadcasts conducted by Los Angeles area disc m.c.'s, May 26-June 7, sponsored by Irving Thalberg Lodge for benefit of Little Flower Home for Girls.

the most important figures in radio today are...

...RADIO
HOMES!

Radio time today is bought on a basis of radio homes. The county-by-county breakdown of radio homes in America is the circulation figure for *all* radio. These figures for the 3,070 counties in the United States are the most basic statistical data.

Of all source and data books, the BROADCASTING Marketbook is the only place where the number of radio homes can be found. This information will be published *exclusively* in the 1952 BROADCASTING Marketbook.

The Radio Homes listing, along with other important data in the Marketbook, is the reason that time-buyers use it *every day*.

Therefore, the 1952 BROADCASTING Marketbook is a *strategic* advertising buy. Reserve space today.

THE 1952 MARKETBOOK will also include:

SPOT RATE FINDER
Auto Registrations
Retail Sales
Farm Income
Employment
Taxable Payrolls
State Maps
Television Map
And Other Features

Publication Date: August 18 • Deadline: July 20 • Regular Rates

XUM

TEXAS STAR RULING

Court Remands Gra

WHEN the FCC considers an application for a new station, it must balance the proposed gain in service by the applicant against the loss to be suffered by an existing licensee.

This is the most significant portion of the decision issued last Thursday by the U. S. Court of Appeals in Washington which remanded to the FCC its grant of a new station to Texas Star Broadcasting Co. (Roy Hofheinz). Decision was No. 10692, *Democrat Printing Co.* v. *FCC* and *Texas Star Broadcasting Co.*

The Court also held that the Commission may not deviate from its engineering standards in cases decided by examiners. The implication was that the FCC must rule itself when it wished to change a standard.

Case, begun in 1947, involved the grant of a new station to Texas Star in Dallas on 740 kc with 10 kw LS, 5 kw N, DA.

Appealing the decision was daytimer KSEO Durant, Okla., on 750 kc with 250 w, which claimed that intereference to its service area must be considered by the Commission and that the burden of proof must be carried by the new applicant. It claimed that the new station (KACE) eliminated 41% of the population it was serving (164,300 people).

Also involved in the FCC hearings on the Dallas applicant was KTRH Houston (740 kc, 50 kw, DA) which asked for a change in its directional pattern. Initial decision in 1949 proposed to grant KTRH but deny Texas Star. In 1950, however, the Commission reversed the examiner's proposal, granted Texas Star and denied KTRH. In June 1950, KSEO appealed the decision to a three-judge Court of Appeals.

Case was argued last fall before retired Judge Kimbrough Stone and Judges Wilbur K. Miller and David L. Bazelon. Judge Bazelon wrote the decision, in which Judge Miller concurred. The Court ruled:

If the requirements of the public interest are to be satisfied the Commission must consider not only the public benefit from the operation of the new station, but also any public loss which it might occasion. Only by such a balancing can the Commission reach a legally valid conclusion on the ultimate question of the public interest.

By refusing to base its decision upon a 'comparative consideration of KSEO and the Dallas proposal' the Commission effectively disregarded its Rule 3.24 [Showing Required for Broadcast Facilities] . . . the Commission could not regard as irrele what Rule 3.24 and the public inte command—a determination as to comparative merits of the two tions in the area of interference.

The Court also refused to ac the contention that the burden proof regarding loss of service the responsibility of KSEO. To Star in its FCC presentation tempted to show how KSEO grammed for the area in ques but the examiner rejected evidence and was upheld in this spect by the full Commission.

The Court held that the Comm sion "deviated" from its own gineering standards in approv the grant of the new Dallas tion, since the new station viola Par. 4, dealing with blanket ar

Standards state that a transm ter shall be located so that more than 1% of the metropo tan population to be served within the blanket area—the a near the transmitter where ra receivers find it difficult to tune other signals due to the strength the signal from the nearby tra mitter.

Commission's Standards

Commissions standards provi that other transmitter locatio may be permitted if not more th 1% of the population comes with the 500 uv/m contour, if the appli cant submits an affidavit, giving reasons why he cannot live up t the regular requirements, and if the applicant assumes full respo sibility for adjusting the receiver of complaining listeners in th blanket area.

The Court pointed out that th Commission's grant to Texas Star violated even that exception, in that 1.3% of the population resided in the 500 uv/m contour and that Texas Star did not submit the affidavit called for.

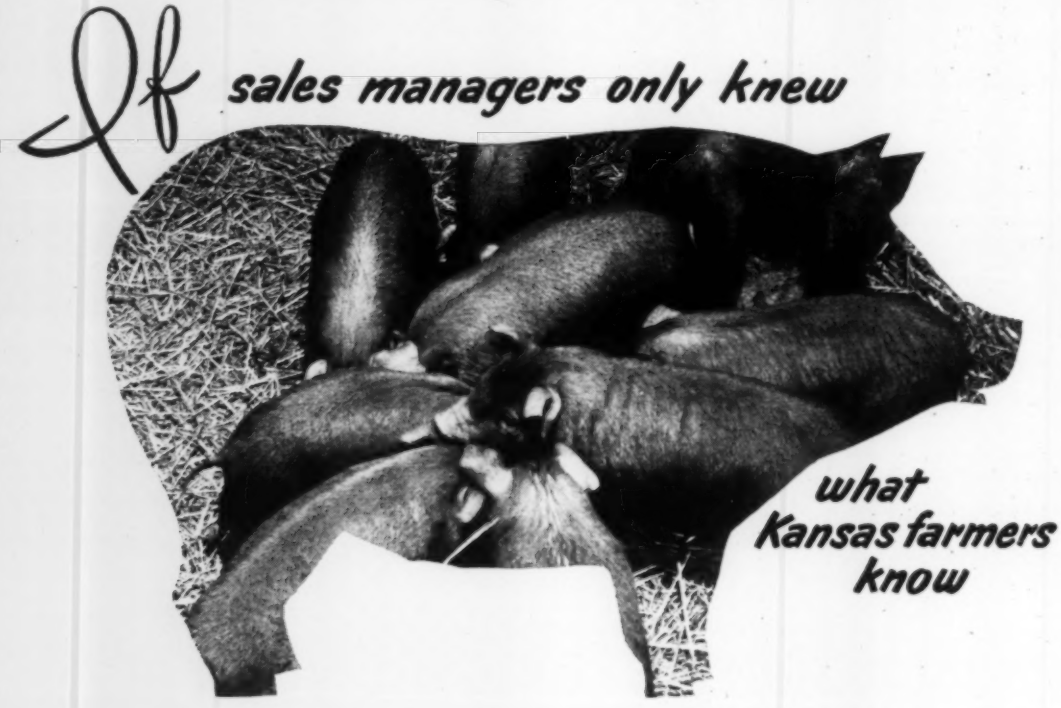
On another point raised by KSEO, the Court brought up the question of the financial effect on the operation of an existing station when a new grant is made which affects the former's operation.

KSEO claimed that there was no substantial evidence to support the Commission's findings that "the grant to Texas Star will not impair the ability of KSEO to continue to serve the Durant area."

The Court agreed to that. "KSEO may or may not be able to survive financially if its signal is blocked out by the proposed interference," it stated. "The evidence furnishes no basis for an answer."

Mr. Hofheinz owns in addition to the grant for KACE, 50-kw KSOX Harlingen (1530 kc, 10 kw a night) and 5-kw KTHT Houston (on 790 kc).

GOVERNMENT of India Information Services has announced that All-India Radio now operates 22 stations—more than double the number that were in operation before India achieved independence in 1947.



Every farmer knows the trick of introducing a new pig into a family like this. Unless it's done right, the newcomer is likely to go hungry.

There's an equally simple method of introducing a new product to the farm and small town families of Kansas. Tell them about it over WIBW! It's the station most listened to by the state's biggest-spending, most desirable market.*

Because we're a welcome daily visitor in these homes, we'll get you SPEEDY SALES RESULTS . . . just like we have for hundreds of other WIBW advertisers.

* *Kansas Radio Audience, 1951*

WIBW

Serving and Selling "THE MAGIC CIRCLE"

CBS RADIO

Rep. Capper Publications, Inc. • Ben Ludy, Gen. Mgr. • WIBW • KCKN

REBROADCAST RULE

Opposition Developing

WIDESPREAD protests against FCC's new "legalized larceny" ruling on rebroadcast rights started to develop in the industry last week as legality of the decision was challenged.

NARTB, NBC and CBS were preparing to ask reconsideration of the order [B•T, May 19] as well as stay of execution prior to the July 1 effective date.

Indignation marked meetings of the two NARTB directorates—Radio Board and TV Board—last week. Both boards took up the FCC's order and adopted resolutions calling for quick action (see board stories, pages 28 and 36).

The NBC and CBS protests were about complete at the weekend, with prospect they would be filed early this week. Legal staffs of both networks gave priority to the matter.

Curiously, the most heated criticism of FCC's order—which puts a station on the Commission carpet if its fails to let another station rebroadcast a program — occurred within the government [CLOSED CIRCUIT, June 9].

This criticism developed within the Budget Bureau because FCC had failed to clear its decision with the bureau as required by the Federal Reports Act of 1942.

The Commission found itself on the spot at a Tuesday session of its lawyers and representatives of the Budget Bureau, part of an all-day discussion with the Broadcast Industry Committee of the Advisory Council on Federal Reports. The advisory council consists of business organizations which advise with the Budget Bureau in simplifying and improving questionnaire and reporting procedures of federal agencies.

Benedict Cottone, FCC general counsel, is understood to have told the broadcast advisory group the subject was not properly before the body, adding that the FCC didn't need the Budget Bureau's consent to issue the order.

After conferring with other FCC representatives, Mr. Cottone apologized for his observations, according to some of those who took part in the meeting.

The Budget Bureau, citing the Federal Reports Act, contended no agency shall collect information without its approval. The bureau does not question the FCC's power from a policy standpoint. However, it takes the position that if a federal agency issues a rule calling for a report, and that report is disapproved by the bureau, the rule would then be invalid.

It was brought out Tuesday that the rebroadcast order had been informally discussed at the staff level by FCC and bureau personnel, but the final FCC rule had not been cleared.

The bureau now has the matter before it, looking into the procedure involved in network and station reports on refusal of permission for rebroadcast. It is holding discussions with FCC on the subject.

Industry concern over the FCC's rebroadcast order continued to mount last week as its impact on stations and networks was studied in detail. The rule specifies that if a station refuses to permit rebroadcast of a program it has carried, it must tell the FCC why it refused.

If the Commission figures the reasons aren't satisfactory, it might question the very qualifications of the licensee under the public service provisions of the Communications Act, it was pointed out.

A broadcaster suggested to the joint committee that a special enforcement problem would arise if a station would demand an exorbitant sum to another broadcaster seeking rebroadcast rights.

The all-day advisory discussions brought out many proposals to simplify FCC questionnaires and ease the burden of filling out all sorts of returns with detailed information. In renewal applications, for example, it was proposed that stations file a simple balance sheet instead of long forms. Use by FCC of an income form resembling income tax computations was suggested as a means of saving work.

In the case of forms covering broadcast properties that are relatively small units in large enterprises, it was proposed that FCC need not examine in great detail all the phases of the commonly controlled properties. Consolidation of annual and interim ownership reports.

Attending the advisory sessions were Ben Strouse, WWDC Washington, chairman of the Broadcast Industry Committee; David Cohen and C. P. Modlin, economists of the Budget Bureau's Office of Statistical Standards; C. T. Lucy, WRVA Richmond; Richard C. Steele, WTAG Worcester, Mass.; E. K. Jett, WMAR-TV Baltimore; Ralph W. Hardy, NARTB, substituting for Secretary C. E. Arney Jr.; Richard P. Doherty and Charles H. Tower, NARTB, observers; Leon Brooks, Carl Burkland, Craig Lawrence, CBS; James E. Greeley, Paul B. Lynch, NBC; Mr. Cottone, Daniel Ohlbaum, Curtis B. Plummer, Robert Leahy, Hugo Reyer, H. H. Golden, James Sheridan, Eric Stewart, FCC.

UNITED NATIONS Radio has produced a special series titled *Jungle in Retreat*, story of three U. N. reporters in southeast Asia, starring screen actor Gene Kelly. Series will be carried by NBC radio June 21, 28 and July 5.

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XUM

AMONG THOSE attending the West Virginia AP news clinic were (front row, l to r) H. B. Kenny, WCOM Parkersburg; Paul A. Myers, WWVA; Phil Vogel, WGKV Charleston; Frank J. Stearns, AP field representative, Washington, D. C.; Ned Skaff, WCHS; Nick Basso, WSAZ Huntington; Gilbert D. Brooks and Mr. Hays, WKNA; second row, Aud Archer, WCOM; A. G. Ferrise, WMMN Fairmont; Johnnie Villani, WBRW Welch; Mr. Saunders; Mr. Aspinwall; Mr. Rine, and John S. Phillips, WHTN Huntington; standing, Doug Martin, WCHS; Carl Lipps and Charlie Brotman, WRON Ronceverte; Bill Powell, WMMN; Mort Cohen and Bill Buckley, WCHS; Ellis Landreth, WBRW; Cebe Tweel, WPLH Huntington; Mr. Fullerton; Bill Austin, WPLH; Bert Shimp, WSAZ; Charles R. Lewis, AP sports editor, Charleston; Richard K. Boyd, AP correspondent, Huntington, and Flem Evans, WPLH.

W. VA. AP CLINIC

State, Local News Lauded

STATE and local news was termed the "most salable radio commodity" at an AP news clinic June 5 in the Daniel Boone Hotel, Charleston, W. Va. Don O. Hays, program director, WKNA Charleston, told some 40 broadcasters that it behooved them to exploit these programs.

Such news "builds not only audience, listener loyalty and advertiser acceptance, but also serves as an ideal vehicle for promotion and publicity," he said.

Ernie Saunders, WCHS Charleston sports director, in an analysis of sports coverage, said he felt that too much time was devoted to horseracing. More, he said, the stations in small cities want or will use.

Mr. Saunders also urged that the betting odds on all sports events be eliminated from wire copy.

John Aspinwall, AP radio news editor, described the association's New York radio operations. Mac R. Fullerton, Baltimore bureau chief, led a discussion of the comparative use of AP copy among member stations. Mr. Fullerton said that it was a happy revelation to him that the day of the "rip and read" announcer has waned. William E. Rine, managing director, WWVA Wheeling, is president of the West Virginia AP Broadcasters Assn.

WILLIAM D. NIETFELD (l), KCBS San Francisco news director, is congratulated on his election to the chairmanship of the California AP Radio Assn. by Les Mawhinney, KHJ news director, and retiring chairman.

PENNSYLVANIA and Delaware AP stations hear Robert K. Richards (l), NARTB public affairs director, urge support of get-out-the-vote campaign. Here Joe Cleary (2d l), incoming president of Pennsylvania-Delaware AP Broadcasters, is greeted by Ed Darlington, WCNR Bloomsburg, Pa., outgoing president. Joe Snyder (r) is AP Philadelphia bureau chief and association secretary.

WWJ 'LIVE' POLICY

Urges Return to Spontaneity

INCREASED importance on the value of spontaneity in radio has become the policy at WWJ Detroit, Don DeGroot, manager, announced last week.

In a statement to his staff, Mr. DeGroot said, "Radio has always served the public best as an 'on the spot' medium. Since taping or recording removes shows, interviews and special events an additional step from the spontaneity which is one of radio's greatest assets, and since 'live' programs get the advantage of word-of-mouth publicity from the participants, please make it a matter of policy in the future to schedule radio programs on a 'live' basis whenever possible.

"If it is impractical to keep the entire program 'live,' then at least the narrator, the announcer, or the voice that ties it together should be done 'live.' Your cooperation in this can help maintain the public consciousness of radio's matchless immediacy."

VOTING GUIDE

Ad Council Catalog Mailed

HUNDREDS OF radio-television broadcasters are among the estimated 10,000 persons receiving The Advertising Council's new 28-page Register and Vote campaign guide, scheduled for mailing to advertisers, agencies, broadcasters and editors early last week.

Prepared by Leo Burnett Co., Chicago, the catalog of advertising and action materials designed to help get out the national political vote was displayed for the first time at the annual convention of the Advertising Federation of America in New York's Waldorf-Astoria Monday.

This material will be distributed to radio and TV stations through the council's regular allocation plan, with monthly supplemental material issued by the American Heritage Foundation and the NARTB.

Radio outlets will be supplied scripts and program ideas to urge citizens to vote, with special programs and tie-ins planned for both network commercial and sustaining shows.

TV stations will receive one-minute and 20-second film spots, contributed by Five Star Productions, Hollywood. Main campaign themes are dramatized through live-action and art techniques, with emphasis of all announcements on the final "See you at the polls" message.

Austrian Quiz

USING an American-type quiz show with participants donating their prizes, the U.S. Dept. of State's Red-White-Red network in Austria won over many Austrian, Hungarian and Czechoslovak Catholics in a drive to rebuild the war-damaged 800-year-old St. Stephan's Cathedral. Using two new 100 kw transmitters, one near the Czech border and the other near Hungary, RWR is preferred by 76% of the Austrians to the Russian-controlled RAVAG, according to Paul A. Shinkman, public information officer.

NARTB 'VOTE' DRIVE

Maine, Illinois Join

TWO more states, Illinois and Maine, have joined the NARTB "Register and Vote" campaign, conducted in conjunction with the American Heritage Foundation. Formation of four committees previously had been announced, with NARTB President Harold E. Fellows contacting all 38 state associations in connection with the drive. Goal of the campaign is a record election vote.

New state committees follow:

ILLINOIS—William Holm, WLPO LaSalle, chairman; Charles Cook, WJPF Herrin; Oliver Keller, WTAX Springfield; Harold Safford, WLS Chicago; Tom Gavin, WIRL Peoria.

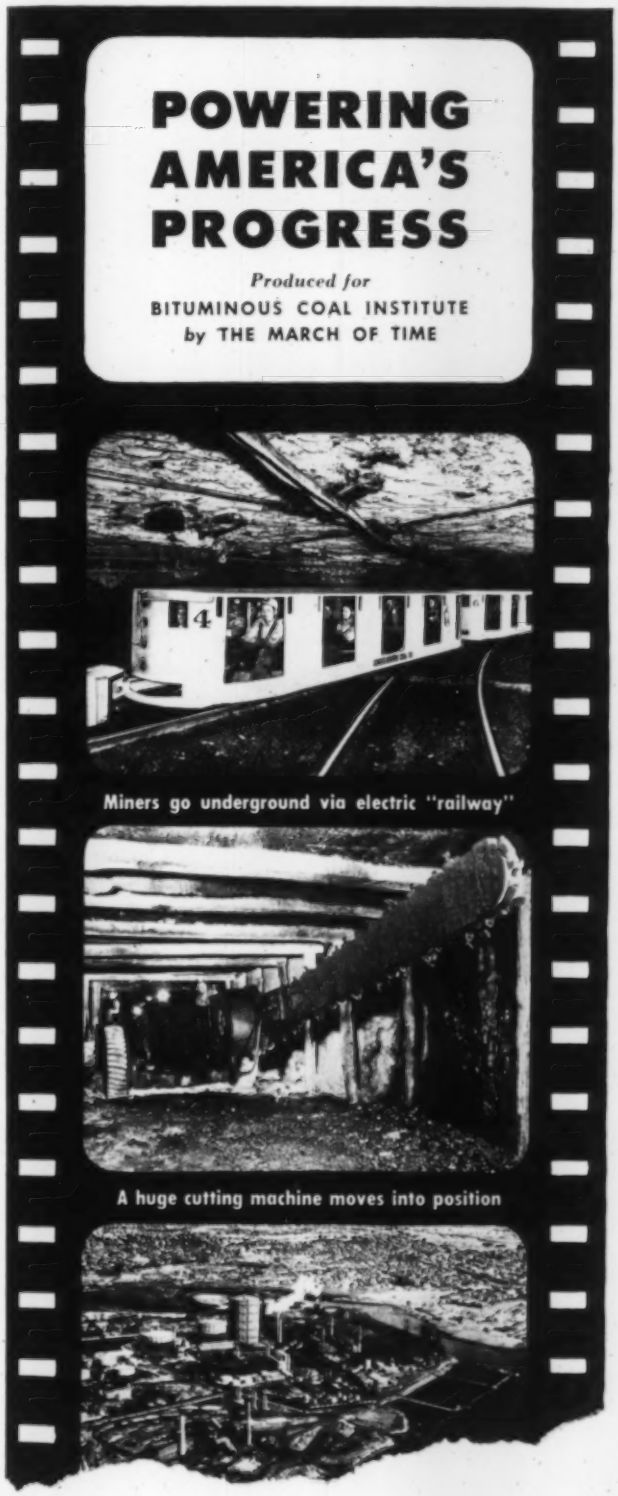
MAINE — Faust Couture, WCOU Lewiston; Carleton Brown, WTVL Waterville, secretary; William Rines, WCSH Portland; Sam Henderson, WGUY Bangor; Elden Shute, WLAM Lewiston; H. D. Glidden, WGAM Presque Isle.

POPULARITY poll conducted by *TV Digest* indicated that John Facenda, WIP Philadelphia, is the favorite local news commentator in that area.

WVLK Change

FCC granted permission last week to WVLK Versailles, Ky., to change its main studio location to Lexington. WVLK will maintain a remote studio at Versailles, the Commission noted. Station is licensed to Blue Grass Broadcasting Co. and is assigned 1 kw fulltime on 590 kc, directional. It is a Mutual affiliate.

NEW COLOR FILM SHOWS WONDERS OF MODERN COAL MINING—


POWERING AMERICA'S PROGRESS
Produced for
BITUMINOUS COAL INSTITUTE
by THE MARCH OF TIME
Miners go underground via electric "railway"
A huge cutting machine moves into position

Actual on-the-job scenes show—

- **MARVELOUS AUTOMATIC MINING MACHINES AT WORK**
- **SAFETY MEASURES THAT PREVENT MINE ACCIDENTS**
- **HOW COAL CONTRIBUTES TO ELECTRIC POWER... STEEL... CHEMICALS... AND SYNTHETIC FUELS.**

This new film shows what coal mining is actually like today. It contains some of the finest high-quality color sequences ever made of mechanized underground mining.

Now audiences can see the extensive measures that are taken to insure miners' safety . . . marvelous machines harnessed to produce coal at almost unbelievable speed . . . mining aboveground, where giant shovels high as eight-story buildings peel back the earth to expose the coal.

Modern coal "laundries" are shown that wash, size, grade and treat coal to do its many jobs. Exciting scenes show coal doing these jobs. There are scenes, too, of the chemical marvels that are possible because of coal, including views of a new synthetic fuels plant where coal is transformed into gasoline and oil.

This 25-minute film is 16 mm., in full color and sound. It is free of any advertising or propaganda, and is being hailed, for its high interest value and dramatic qualities, as one of the finest industrial films ever produced.

HOW THE FILM CAN BE SEEN

"Powering America's Progress" is available for schools, colleges, scientific and technical societies, business and civic organizations, and other recognized groups. Prints can be obtained through the Bituminous Coal Institute and from the Graphic Services Section, U. S. Bureau of Mines, 4800 Forbes St., Pittsburgh 13, Pa. Copies of the film are also available for television.

For further information write to:

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

Industry 'Morals' Reply

(Continued from page 28)

Interstate & Foreign Commerce Committee, which has jurisdiction over radio and TV, the probe into broadcast programs was handed to it.

In the first hearings, most witnesses and committee members agreed no censorship nor legislation was required. Only concrete proposals were: (1) that the investigation be continued indefinitely to give publicity to objections and (2) that a National Citizens' Advisory Board be established to perform a similar function.

General agreement also was voiced that the TV Code, which went into effect March 1, was a step in the right direction. There were some expressions of doubt that the broadcasters could police themselves.

Broadcasters should abandon any idea that the program probe is something to be casually brushed aside or laughed off, according to Rep. Arthur G. Klein (D-N. Y.), a member of the group.

"It is very important that the television and radio industry should not take this too lightly," Rep. Klein told BROADCASTING • TELECASTING Thursday.

Rep. Klein's Views

Expressing personal antipathy to any form of official censorship, Rep. Klein emphasized his belief that if broadcasters fail to take a serious view of criticisms of some types of programs seen and heard on the air today "they may find themselves faced with a situation that we'd all like to avoid."

The subcommittee, he said, would like to know more about the NARTB code and its enforcement provisions, so it can decide whether the industry is capable and willing to police itself or whether some outside control is necessary to protect the public from objectionable fare broadcast into homes.

As an example of how serious could be the failure of the broadcasters to present a full and adequate answer to critics' charges, Rep. Klein cited the appearance before the subcommittee of a number of representatives of groups opposed to advertising of alcoholic beverages on the air.

"The subcommittee had no intention to get into this subject," Rep. Klein said, "but we got literally thousands of letters asking that beer and wine advertising on radio and television be stopped." This public pressure could not be ignored and the subcommitee heard the complaints of the "dry" spokesmen, he said.

Spurred by a "large number" of complaints, particularly from "church groups," Rep. Thomas J. Lane (D-Mass.) closed the June 10 session of the lower house of Congress on the subject "Is TV Running Wild?"

Although admitting he is not a regular TV fan himself, Mr. Lane told BROADCASTING • TELECASTING he was dismayed at the "cheap stuff on TV" and its effect on children. He referred to crime and horror shows and programs that featured "burley" scenes.

In his House remarks, the Massachusetts Congressman warned that unless the industry cleaned itself up, Congress would have to impose controls.

He also seemed to be recommending some form of "pay-as-you-see" TV. After alluding to surveys proving "that the people are willing to pay for good movies, plays, operas, prize fights and for better entertainment," he added:

"If the show is to go on and improve, there must be a combination of better taste and better financing." Excerpts from his speech follow:

The social impact of this new medium of communication is beginning to alarm the nation, because the televisers are not in a mood to discipline themselves.

Even atomic energy has to be controlled in one way or another, or it would destroy us physically.

So too much TV become subject to certain limitations before its unbridled power corrupts the taste, the intelligence, and the character of our youth.

The mass-production of murder, aggravated assaults, horrors, on TV has the effect of being a 'school for crime' to openmouthed youngsters.

And there are other sophisticated or 'cheesecake' programs which are too revealing for their tender years.

There are ways of entertaining children without keeping them in a state of morbid tension, but the brains of the new industry are working at the tabloid level and are failing to create suitable and satisfying shows for young America.

I cannot understand why advertisers do not realize their greater responsibilities to the public in this very sensitive field. Surely they don't mean to sponsor programs that will lose business.

OPEN HOUSE for persons born June 8, 1922, was held by WFBR Baltimore on its 30th anniversary the same day this year. At cake cutting are (l to r) John E. Surrick, WFBR vice president and general manager; Mrs. Regina Conzelmann, one of 13 birthday guests; Robert S. Maslin Jr., on behalf of WFBR President Robert S. Maslin, unable to attend; J. H. L. Trautfelter, vice president and treasurer, and Bert Hanauer, program director.

WALKER FETED

For VOD Contest Ai

LUNCHEON honoring FCC Chairman Paul Walker was held at the Mayflower Hotel, Washington, D. C., Friday with Allen I. Woodall, president of WDAK Columbus, Ga., as host. The luncheon was held in recognition of Chairman Walker's participation in the Voice of Democracy contest.

Dwight Clark Jr. of Fort Collins, Col., one of the four 1951-52 national winners, was a guest. Mr. Clark is being conducted on a speaking tour around Georgia by Mr. Woodall. Robert Burnett, a 1950-51 winner, also was a guest. He is employed on Mr. Woodall's stations.

Among Washington guests were Judge Bolitha Laws, Chief Judge, U. S. District Court for District of Columbia; Harold E. Fellows NARTB president; Judge Justin Miller, NARTB board chairman and general counsel; Rep. William S. Hill (R-Col.); Rep. E. L. Forrester (D-Ga.); Leeman Anderson, secretary to Sen. Richard Russell (D-Ga.); Robert K. Richards, NARTB assistant to the president and public affairs director as well as national chairman of the VOD Committee; Ray Ringson, manager of WRDW Augusta, Ga., one of Mr. Woodall's stations; Sol Taishoff and J. Frank Beatty, BROADCASTING • TELECASTING; Oscar Elder, NARTB assistant public affairs director.

GERMAN PACT

VOA, RIAS to Continue

AGREEMENT signed Wednesday with Germany permits operation of two U. S. broadcasting stations in the Federal Republic—Voice of America in Munich and RIAS (Radio in American Sector) in Hof—for an indefinite period. Both stations have been powerful anti-Communist weapons, the VOA station beaming broadcasts in several languages, including Russian, behind the Iron Curtain, and RIAS airing East German news to East Germany.

The agreement, signed by Chancellor Konrad Adenauer and Samuel Reber, acting U. S. high commissioner, was to have been signed at the time of the Bonn peace contract, but high German officials demanded time for "further study."

KGW

THE *People's Choice** IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

'PRESS' RADIO POLL

WGAR Again Wins Cleveland Paper's Honors

TOP HONORS in the *Cleveland Press*' seventh annual local radio poll went to WGAR Cleveland for the sixth straight year, according to results announced Wednesday which gave WGAR 30½ points, WERE 17½, WHK 15½, WTAM 10, WDOK 7 and WJW 1½. Winners are:

Best program: Ohio Story (WTAM), Bill Gordon (WHK), Fairytale Theatre (WGAR).

Best performer: Bill Gordon (WHK), Esther Mullin (WGAR), Bill Randle (WERE).

Women's program: Ladies' Day (WGAR), Maggie Wulff (WERE), Jane Stevens (WJW).

Children's program: Fairytale Theatre (WGAR), Toddler Time (WERE), Kousin Kay (WDOK).

Public service: City Club (WGAR), Ask City Hall (WGAR), Press Club (WHK).

Male vocalist: Reg Merridew (WGAR), Dick O'Heren (WHK), Ken Ward (WTAM).

Female vocalist: Gloria Busse (WDOK), Judy Dell (WDOK), June Anthony (WDOK).

Instrumentalist: Henry Pildner (WGAR), Walter Trimmer (WERE), Tommy McCormick (WGAR).

Live music: Clevelandaires (WTAM), Starlight Trio (WGAR), Say It With Music (WHK).

Record show: Bill Gordon (WHK), Bill Randle (WERE), Ten O'Clock Tunes (WGAR and WHK).

Disc jockey: Bill Gordon (WHK), Bill Randle (WERE), Bill Mayer (WGAR).

Sportscaster: Jim Dudley (WERE and WJW), Bob Neal (WERE), Jack Graney (WERE).

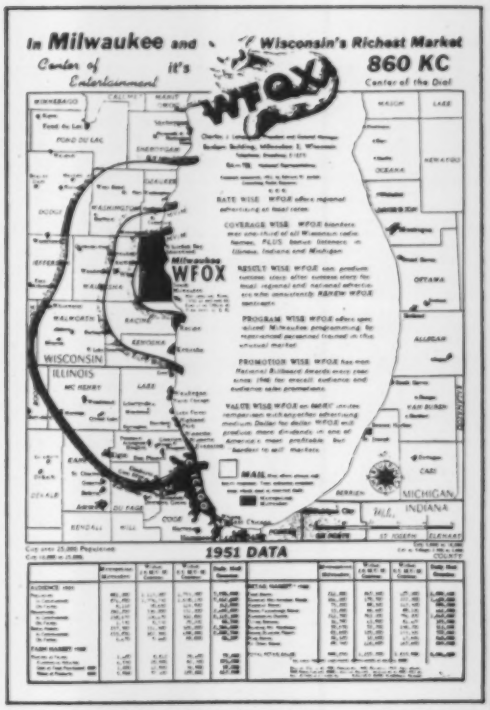
Newscaster: Wayne Johnson (WERE), Jim Martin (WGAR), Tom Field (WTAM).

Studio announcer: Tom Armstrong (WGAR), Tom Field (WTAM), Bob Smiley (WGAR).

Best commercial: Cleveland Electrical Illuminating Co. (D'Arcy agency), Ohio Bell (McCann-Erickson), Clark Restaurant (no agency).

want to meet more national advertisers?

...at the time they are considering your market and how best to cover it?



A Service-Ad like this takes advantage of an important fact—CONSUMER MARKETS is used continuously by men seeking market information . . . and always with the underlying purpose of finding the best way to reach the right people in the markets they select.

All year 'round thousands of national advertisers consult CONSUMER MARKETS. Here is a busy traffic point where you can "meet more national advertisers." Here your Service-Ad can interpret the facts about your market; tell how your station serves your trading area.

Look at it this way—nobody, except perhaps an occasional college professor, ever opens a copy of CONSUMER MARKETS just for the sake of assembling statistics. Nearly *everybody* who uses CM is interested in *markets for a specific product;* and has an interest in *how best to cover each market.*

Your Service-Ad next to the data on your market encounters: *Sales Managers* working up market plans • *Advertising Managers* originating or revising campaigns • *Account Executives* drafting proposals or defending those they have already made • *Research Directors* making comparative market studies • *Media men* planning and preparing lists.

More than 450 separate media placed Service-Ads in the 1951-52 edition of CM to help their prospects make better use of the market facts it contains.

1952-1953 edition, to be issued in September, closes July 1st, 1952

how national advertisers use CM

Assistant Research Director, Large Advertising Agency: "I would say that the principal use we make of CONSUMER MARKETS is in connection with our test market work, of which we do a good deal. An important stage in these tests is the determination of typical towns in which the tests will be conducted; and also to define the areas that we would want to use or would consider using from a research point of view."

Account Executive, Large Advertising Agency: CONSUMER MARKETS is a terrific book. I was in the Media Department before I became an account executive, and I used it constantly. It combines all the information about a market, in capsule form, that I would normally have to go to several sources for. It is a wonderful handbook to have around."

Media Buyer, Medium-to-Large Advertising Agency: "I have found the maps in CONSUMER MARKETS extremely useful; it is the only source I know of where the maps are set up in so helpful a form."

Market Research Analyst, Medium Sized Advertising Agency: "Our clients expect us to spend their money where it does the most good, so we concentrate the advertising in those regions which have a good potential. We use CONSUMER MARKETS for the breakdown of markets for the retail sales potentials, and if the client asks us to justify our selection of regions, we refer him to the statistical information that CM gives us."

SRDS **consumer markets** *The comprehensive single source of authoritative market data*

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC. • WALTER E. BOTTHOF, PUBLISHER

1740 Ridge Avenue, Evanston, Illinois • New York • Chicago • Los Angeles

THE OUT OF HOME D

THE FIGURES

- IN CINCINNATI, 39.1% OF ALL HOMES HAVE PE S L
- THIS OUT OF HOME LISTENING REPRESENTS A F T DOMINATES THIS OUT OF HOME LISTENING WIT F IN RATING IN 47 OF 48 QUARTER-HOURS 7 AM to

THE FACTS

- MORE AND MORE ADVERTISERS ARE FINDING T IN ENCE AT THE LOWEST COST PER THOUSAND IN CIN THE OUT OF HOME AUDIENCE—A COMBINATION AT **BUY IN CINCINNATI**

INVEST YOUR AD DOLLAR

WCKY's-ly

WCKY . . . ON THE AIR EVERYWHERE • TWENTY

Get The Big Plus

ME DIENCE ON WCKY

VE PE S LISTENING ONCE OR MORE A DAY OUT OF HOME.

NTS H F THE TOTAL LISTENING, AND WCKY COMPLETELY
G WIT F THE TOP 10 SHOWS—AND IS FIRST OR SECOND
7 AM to . (Jan. 1952 Out of Home Pulse)

NDING IN ADDITION TO RECEIVING THE IN HOME AUDI-
ND IN NNATI, WCKY ALSO GIVES THEM THE BIG PLUS OF
NATIONAT MAKES **WCKY** THE BEST

CALL COLLECT:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

WCKY

ENT OUR HOURS A DAY • SEVEN DAYS A WEEK

XUM

editorial

Plug-Uglies (The McCoys)

IT IS futile to try to estimate, within the limitations of a margin-of-error that does not approximate the size of the national debt, the value of radio and television advertising that is being, has been, and—unless firm corrective measures are taken—will be given away for absolutely nothing through the device known, rather innocuously, as the "free plug."

Broadcasters and broadcasting would be far better off, however, if all hands would pause for a few minutes to attempt to make such an estimate, despite the unlikelihood that anyone would reach a reasonably accurate dollar figure.

The menace of the free plug—that is, the free mention of a product or service on a program which is sponsored by some other advertiser, or, indeed, not sponsored by anyone—and the machinations behind it were examined in detail last week [B•T, June 9].

We do not quarrel with contentions that some plugs are "good"—i.e., that they "contribute something" to the program. Our prime complaint is against the type of plug which indiscriminately employs brand names in gags and stunts which never would have been used if the writer, performer, producer—or somebody—had not been offered a case of liquor or some other reward which is equivalently inexpensive, compared to the advertising value received, for getting the names mentioned on the air.

It is time for broadcasters to appraise the entire free-plug question and to take firm action—punitive action, if necessary—to put a stop to practices which give advertising time away for nothing and alienate audiences in the process. The problem is big enough to demand, too, the attention of an overall radio-television committee or organization. Radio's BAB already has shown an interest (see story, this issue). We commend it also to the NARTB.

Machine Against TV

UNTIL THIS Presidential year, the elections have been decided, machine against machine. That has been so at the nominating conventions. It has carried through to the elections.

This year, it's crystal clear that it's machine against TV. The travail over TV time has exceeded even that which had been predicted. The Eisenhower forces obviously are pinning their hopes on the open-faced sincerity of their candidate. They want all the preliminaries of the GOP convention on the air, to offset the steam-roller power of the Taft organization.

On the other side of the political street, the Democrats, with no candidate yet in clear focus, are making quiet but detailed TV plans. They have drafted into their camp an old hand at air campaigning—J. Leonard Reinsch, and his consulting duties are exclusively TV.

In no other national campaign can we recall anything approaching the tugging and hauling over radio and TV time. Section 315 of the Communications Act, prescribing equal time for qualified candidates, is becoming better known to the electorate than Point Four. Crackpots and other irresponsible people seeking public office are being given *open sesame* to the microphones and cameras on equal footing with bona fide candidates, by simply citing Section 315 to the FCC.

The Kefauver lesson has been learned by the politicians. The appearance and the manner of a candidate, given access to the TV networks and 75 million people, may well offset the power of the well-oiled political machines.

As for Section 315 relief, it looks like a forlorn hope until the campaign is over. It's a simple case of the political controversy being too controversial for the politicians in an election year. The broadcasters themselves actually did little to protect themselves. If, for example, they had charged the candidates for the lines and cables (not for the time) many of the irresponsible elements invoking Section 315, for free, would have just dried up.

The time to do the 315 job is in an off-election year, when things are quiescent.

We're not given to political soothsaying. But we'll venture the 1952 Presidential elections will be won and lost on the air.

Murder at Midnight

UP ON Capitol Hill they're pondering a whodunit that wends its mysterious way from the FCC to the White House to the House floor.

Who killed the McFarland Bill (S-658), was the question? After many months of doing, this measure, which would take away from the FCC staff the authority it had usurped, finally hit the House calendar. It was to have been considered by the House last Thursday. On Tuesday, Majority Leader McCormack summarily announced that the bill would be replaced and that there would be no time this session to consider it.

Things began to happen. Senate Majority Leader McFarland, author of the measure which had passed the Senate four times, hit the war-path. It wasn't long before word seeped out that the White House had instructed Mr. McCormack to kill the McFarland Bill. And to the White House went Sen. McFarland, who for six years had shepherded his bill through the tortuous legislative processes, and against persistent sabotaging by FCC people.

What transpired between Wednesday and Thursday may never be pieced together. But enough happened to cause Mr. McCormack to announce on Thursday that it was all a mistake and that the McFarland Bill would be rescheduled for consideration this week. That there was White House intercession isn't refuted. And the participation of certain FCC people can't be, since it is the only agency, public or private, that has voiced objection.

Now the McFarland Bill, as revised by the House, is far from perfect. Broadcasters won't go along with its suspension and fine provisions—tantamount to the supreme penalty and as objectionable as revocation. Nor do the larger entities like the "double jeopardy" provision. There's opposition from the whole FCC to the provision that would isolate the Commissioners from the staff. The House proposal that would specify non-discrimination against newspapers, thereby implying that they should get preferential treatment over non-newspaper applicants certainly lacks unanimous endorsement. (It's better to provide there shall be no discrimination because of the nature of the applicant's business.) We have looked with trepidation upon the provision permitting "cease and desist" orders.

At all events, there was the tacit understanding that differences between Senate and House would be composed by the conferees. Everything was in order—until the White House, goaded by one or more individuals at the FCC—moved in.

It looks like there'll be legislation after all, thanks to persistence and courage of Sen. McFarland. We think FCC Chairman Walker should ascertain forthwith who went to White House Presidential special counsel Charles S. Murphy with the anti-McFarland Bill pitch. We doubt whether Mr. McFarland or Chairman Ed Johnson of the Senate Interstate Commerce Committee will allow this to become a closed incident without explanation.

our respects to:

CLEM JOHN RANDAU

A WIDELY-KNOWN radio and newspaper executive for over 30 years, Clem J. Randau is looking westward and re-appraising his place in the broadcasting industry after taxing but rewarding service with the federal government.

This westward movement is spelled out in Mr. Randau's purchase, subject to FCC approval, of KXOB Stockton, Calif.; another step in a variegated career that has spanned radio, newspapers, oil interests, a press association and other pursuits.

This reappraisal is indicated by the fact that Mr. Randau is moving to Stockton and resuming radio interests after some 16 months with the Federal Civil Defense Administration. It may safely be reported that the native-born Iowan will not find himself embarked in strange waters despite his semi-retirement prior to government service.

Mr. Randau resigned his FCDA post last April 30. From January 1951 to May 1952 he survived the rigors of office with no noticeable scars, though the task peculiar to alerting America on civil defense is generally a thankless and unenviable one.

FCDA's success has been due in no small part to Mr. Randau's acceptance of myriad duties and responsibilities. Originally special assistant to Millard F. Caldwell Jr., agency administrator, and later executive director of FCDA, Mr. Randau functioned at top strata as chairman of its Policy Committee.

"My work with [FCDA] is the most challenging and toughest assignment I have ever tried," he has freely acknowledged.

While he retired from active business in 1947, Mr. Randau retained some newspaper and oil interests and still is director-minority stockholder in WNEW New York. He also was president-director of KFBI Wichita, Kan., in the late '40s.

As a result of the new transaction, he and his wife will own 55% of stock in KXOB, an MBS affiliate on 1280 kc with 1 kw. Mr. Randau, with other principals, bought the station from Lincoln Dellar for a reported $200,000.

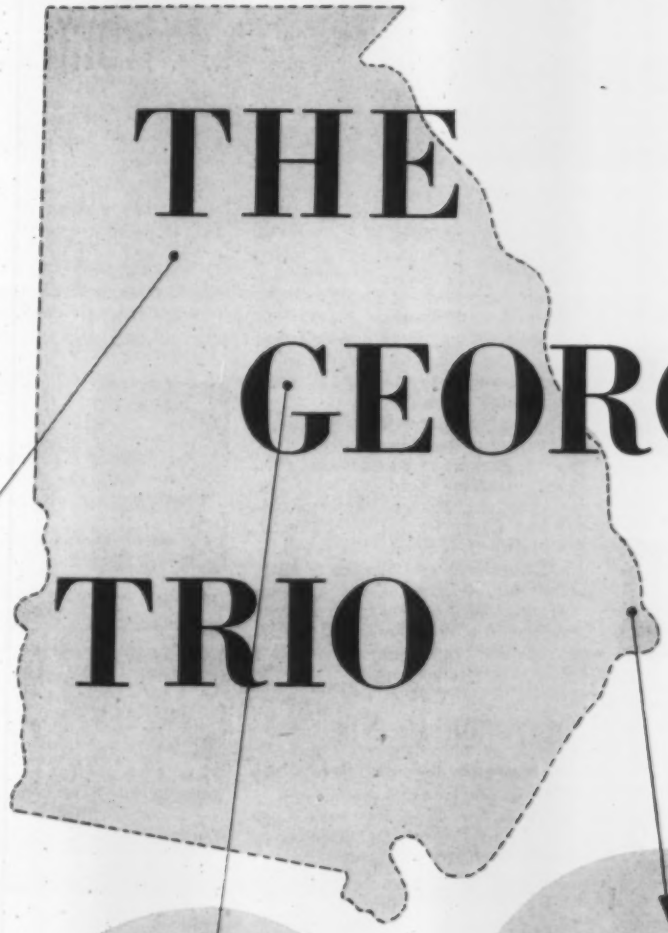
"Having learned the radio business at the top, I'm starting now to learn radio and TV in orderly fashion," Mr. Randau explains in reference to KXOB to which he plans to devote his time.

A modest man in demeanor and disinclined to discuss his own achievements since he began learning the business topside, Mr. Randau has, nevertheless, certain accomplishments

(Continued on page 61)

THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets



ATLANTA
WAGA
5000w 590kc
CBS

MACON
WMAZ
10,000w 940kc
CBS

SAVANNAH
WTOC
5000w 1290kc
CBS

the TRIO *offers advertisers at one low cost:*

• concentrated coverage • merchandising assistance •
listener loyalty built by local programming • dealer loyalties
. . . IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

STANTON P. KETTLER (l), southern district vice president, Storer Broadcasting Co., presents an award to Jack Callaghan, who was named the 1951-1952 outstanding member of the U. of Miami radio and TV department. Presentation was made Memorial Day at a dinner, jointly staged by the department, Alpha Epsilon Rho honorary radio fraternity, and the Television Advisory Council. Mr. Kettler is retiring chairman of the Advisory Council.

PHILCO'S 'CHEF'

Recipes Beamed by WRUL

WRUL BOSTON has just begun a novel feature as part of *Philco Rendezvous*, a weekly program beamed at Latin America.

The station selected a "Chef of the Month" to share a favorite recipe with listeners in the West Indies, Central and South America. The June selection was Chef Manuel Orta of New York's Hotel Pierre. Mr. Orta, a native of Spain, broadcast in both Spanish and English. After the program, Philco International Corp., the sponsor, offered a special recipe to listeners upon request. Programs originate in New York and are carried by leased wire to five transmitters at Boston.

WRUL is independently owned and operated by Walter S. Lemmon, president of World Wide Broadcasting Corp. Mr. Lemmon commented, "It occurred to me that a similar type of program might be of value to many of the managers of local radio stations who could use the idea for food and restaurant accounts in their own areas."

KBIG AVALON

New Station Is on the Air

KBIG AVALON, Santa Catalina Island, Calif., 10 kw on 740 kc, began operations June 1 with ceremonies and program previews.

In a day without commercials, mayors of 24 Southern California communities gave brief welcoming talks from Hollywood studios at 6540 Sunset Blvd. Many radio, TV and motion picture entertainers also added their greetings.

John H. Poole, licensee of experimental UHF station KM2XAZ Los Angeles, and former owner of KALI Pasadena, is owner-operator of KBIG. Cliff Gill is operations manager and Robert J. McAndrews, commercial manager.

The staff includes Stuart Wilson, production manager and director of special events; Alan Lisser, program director; Carl Bailey, disc jockey; Gene McGhee, John Haradon and Larry Berrill, announcers; H. Phillip Dexheimer, Joe Seideman, Carl Hill and Wayne Muller, salesmen; Gordon Calcote, Sam Margolin, William Dalton and Judson Edwards, engineers, and Phillis Nungester, traffic manager.

HOLLYWOOD AD CLUB

Morgan Elected President

JAMES MORGAN, vice-president in charge of radio-TV, Raymond R. Morgan Co., last week was elected president of Hollywood Advertising Club. He succeeds Robert J. McAndrews, commercial manager, KBIG Avalon, Calif. Mr. Morgan served as club vice president during the past year.

Harlan Palmer, managing editor and assistant to the publisher, "Hollywood Citizen-News," and Donn B. Tatum, ABC Western Div. director of television, were named first and second vice presidents, respectively. Elected secretary was Benton Paschall, vice president of the suspended Liberty Broadcasting System. Irving Eckhoff, partner in Roche-Eckhoff & Assoc., Hollywood agency, was named club treasurer.

New to the board of directors are Leon Wrey, sales manager, KHJ Hollywood; Robert C. Coleson, West Coast representative, Advertising Council Inc.; Mary Roche, sales representative, United Air Lines; David R. Showalter, assistant manager-publicity director, National Safety Council, Los Angeles.

Improve Your Selling!

●

RADIO SALES TRAINING SCHOOL

Salt Lake City

will be held June 23-24-25

Give your salesmen this training—
Better tools to work with—
A Bonus for both salesman and station.

Write or wire for information and reservations

THE *Fred A. Palmer* CO.

WORTHINGTON, OHIO

Telephone Worthington 2-7346

front office

DONALD B. ABERT, former station manager, WTMJ Milwaukee, elected a vice president of The Journal Co., licensee of WTMJ-AM-TV.

IRVING F. TEETSELL, sales staff, Frederic W. Ziv Co., to sales staff, WCAU Philadelphia.

HERBERT S. STEWART, general manager, WICU (TV) Erie, Pa., elected vice president of The Dispatch Inc., licensee of WICU, WJET Erie and *The Erie Dispatch*.

CHARLES A. HAMMARSTROM, former account executive, The Katz Agency and Paul H. Raymer Co., station representative firms, to Keystone Broadcasting System, N. Y., in same capacity.

Mr. Hammarstrom

TOM SANSING appointed acting station manager of KDMS El Dorado, Ark., replacing **C. H. SIDDENS** who has resigned.

TOM COMPERE, attorney at NBC Chicago, has returned from active duty as lieutenant colonel in Army Command and General Staff College, Fort Leavenworth.

WILLIAM H. SELDON to sales staff, WBAL-TV Baltimore. **AL O'BRIEN**, Baltimore advertising man, to WBAL's radio sales staff.

INDIE SALES Inc. appointed national representative by WELP Easley, S. C.

PAN AMERICAN BROADCASTING Co., N. Y., appointed national representative by WNEL Santurce, Puerto Rico.

STEPHEN W. RYDER, station manager, and **FRANCIS H. BRINKLEY**, managing director, WENE Binghamton-Endicott, N. Y., named assistant treasurer and treasurer, respectively, of Ottaway Stations Inc., licensee of WENE and WDOS Oneonta, N. Y.

Mr. Brinkley

Mr. Ryder

EDWARD BOGHOSIAN, WNBH New Bedford, Mass. program manager and sales representative, to sales staff, WJAR-TV Providence, R. I.

RAY DEXTER, manager, KDRS Paragould, Ark., to KNBY Newport, Ark., in same capacity.

KEN WILLSON, sales manager, WMRC Greenville, S. C., to Tobacco Network, Raleigh, N. C., as general sales manager.

Personals . . .

T. H. PATTERSON, manager, WRRF Washington, N. C., elected president of city's Lions Club. . . . **T. E. PAISLEY Jr.**, assistant to sales director, WFIL Philadelphia, father of girl, Melissa, May 28. . . . **BOB COVINGTON**, assistant vice president, WBT and WBTV (TV) Charlotte, N. C., father of boy, May 26. . . . **LEE GORE**, account executive, WOAI-TV San Antonio, and Jane Seligmann Strauss were married June 6.

V. D. RAMSEUR, president, WAKE Greenville, S. C., elected president of city's Chamber of Commerce. . . . **EDWARD LAMB**, president, Edward Lamb Enterprises, to sponsor 1952-53 season of Junior Concerts by Toledo Orchestra. . . . **CHARLES E. SALIK**, president, KCBQ San Diego, presented plaque by city's Council of Churches on behalf of station's "outstanding community service."

CHARLES A. COMISKEY, former vice president in charge of sports for Liberty Broadcasting System, returns to Chicago and the White Sox baseball team as vice president.

ANNE NELSON, administrative assistant director of business affairs, CBS Radio, Hollywood, mother of girl, Gaye, June 9. She is wife of **HARMON NELSON**, assistant to vice president **ROBERT WOLFE**, Keynon & Eckhardt Inc., that city. . . . **IRA HIRSCHMANN**, president, WABF(FM) New York, was guest of Holland Music Festival Committee at annual cultural event at The Hague June 15.

JOINT FM TEST

Drafted for Regional Use

JOINT campaign, developed in a series of experimental FM promotions, has been drafted by NARTB and Radio-Television Mfrs. Assn. for regional use. A score of areas are on the waiting list and will be selected if there is a community of interest in FM development and evidence that broadcasters and distributors want to cooperate.

The formula was developed in North Carolina, Wisconsin and District of Columbia. It was credited with selling over 9,000 FM sets. Currently a joint AM-FM promotion is under way in New York state (exclusive of Manhattan). The details will be included in a guide titled "How to Sell More Radio Sets With F-M-phasis."

Two key selling aids will be offered participating distributors at cost by RTMA: Industrywide FM display piece at $1.70 each and self-mailer dealer brochure on FM Month at $84 per thousand. Manufacturer-wholesaler strategy is guided by an RTMA subcommittee headed by David H. Grigsby, Zenith Radio Corp.

No Longer Experimental

J. H. Smith Jr., NARTB FM director, said announcement of plans to extend the project marks the end of the experimental period and stamps the promotion formula as a "proven product." Mr. Smith supervised development of the plan. He added:

Conditions in each market now become the primary factor. There must be a sound sales reason for FM throughout the area involved and a uniform interest by the FM stations in that area in telling their own FM stories. Radio listeners in the area must be able to get either more program choices or greater hearability on an FM-equipped receiver. Broadcasters must be enthused enough to work hand-in-hand with radio dealers and to carry spot announcements boosting FM. Distributors must really want to move FM sets. The geographic size of an ideal campaign area is entirely dependent on its FM cohesiveness. It is for these reasons that the two associations must now ask requesting stations to take the initiative in selling the idea to their contemporaries.

James D. Secrest, RTMA general manager, who is liaison with NARTB in the promotions, said areas selected for the campaign can be assured of adequate distribution of FM-equipped receivers. He said scheduling will be determined by RTMA's committee so timing can be geared to production and can avoid conflicts with "selling seasons" in other appliance lines.

Areas that have requested campaigns are: Alabama, Tri-state Mississippi River area, New York City, Florida, Northern Illinois-Chicago, San Antonio, Philadelphia, Eastern Ohio, Boston, outstate Massachusetts, Pittsburgh, San Francisco Bay, Greater St. Louis, Indiana, Michigan, Georgia, Iowa, Kentucky, Cleveland and South Carolina. Future requests must emanate from NARTB members, although non-members can participate in the drives.

DETROIT GREETING is extended to Charles L. Shugert (second from left), Shell Oil Co. assistant advertising manager, on his visit there. Left to right: Gayle V. Grubb, managing director, WJBK-AM-TV; Mr. Shugert; "Miss Activated"; Tom Harker, Storer Broadcasting Co. national sales representative.

NPA APPROVALS

Given 15 Radio-TV Projects

APPROVAL of 15 radio-TV construction projects amounting to more than $12 million for the third quarter of 1952 was announced by the National Production Authority last week.

The total approvals for 830 construction projects amounted to more than $1 billion. For 54 electronics and communication equipment projects, of which radio-TV is a part, total approvals amounted to $96,656,178. Bulk of approvals in that category were for expansion of electronics manufacturing facilities.

Most of the 15 radio-TV projects were for TV expansion, although the list also included one community TV system—Vermont Television Inc., Barre, Vt.

Radio-TV Authorizations

Following is a list of radio-TV approvals followed by the total amount of the project:

Clark Associates Inc., Binghamton, N. Y. (WNBF-AM-FM-TV), new offices and studios, $300,000; Columbia Broadcasting System Inc., Los Angeles, Calif. (KNXT (TV)), four TV studios, $5,330,000; Allen B. DuMont Labs. Inc., New York (WABD (TV)), TV offices and studios, $1,750,000; Empire Coil Co., Cleveland, Ohio (WXEL (TV)), TV tower, $47,695; Storer Broadcasting Co., Detroit, Mich. (WJBK-TV), TV tower and transmitter building, $299,504; Havens & Martin, Richmond, Va. (WTVR (TV)), TV tower, $165,000.

KTAR Broadcasting Co., Phoenix, Ariz. (KTAR), new quarters, $400,000; National Broadcasting Co., New York, N. Y. (WNBT (TV)), wiring new equipment, $8,500; National Broadcasting Co., Los Angeles, Calif. (KNBH (TV)), two studios, $2,700,000; Radio Broadcasting Inc., Hot Springs, Ark. (KTHS), construction of new station in Little Rock, Ark., $295,313.

Southern Radio & Television Equipment Co., Miami, Fla. (WTVJ (TV)), TV antenna system, $50,000; Vermont Television Inc., Barre, Vt., community television system, $26,000; Wachusett Broadcasting Corp., Fitchburg, Mass. (WFGM), TV antenna system, $118,569; WHEC Inc., Rochester, N. Y. (WHEC), remodeling and new building, $419,023; WWSW Inc., Pittsburgh, Pa. (WWSW-AM-FM), new radio tower, $60,803.

SMPTE Region Meet

THREE television-film topics are on the agenda of the Pacific Coast Section, Society of Motion Picture & Television Engineers, meeting at ABC Radio Center, Hollywood, tomorrow night (Tuesday). George Cain and Rudolph Vlasak are to discuss "The Teleprompter." Sid Solow is to speak on "Current Motion Picture and Television Practices in England and France." Frank J. Somers is to talk on "Video Effects."

'VOTE' CAMPAIGN

KMBC, KFRM Set Example

OUTSTANDING example of how stations are helping get out the vote is being shown by KMBC and KFRM, both Midland Bestg. Co. stations in Kansas City, Mo.

"We are spending nearly a thousand a day in air time," said Harold W. Storm, stations' promotion director, adding that there were "over 6,000 new registrants in Kansas City, Mo. yesterday [June 9] alone."

Drive was begun in mid-May under the banner, "Make the Heart of America Truly American." All live broadcasts are carrying a reminder to listeners to register. Station breaks have been designed to carry the slogan—"Be American—Register and Vote!" This same slogan has been incorporated into drop-in slugs of various sizes and furnished in mat form to newspaper advertisers in Greater Kansas City and the entire trade area.

In addition, stations are giving full cooperation to civic workers doing house-to-house campaigning, and to organizations engaged in similar efforts.

TAREN Corp., Hollywood, packaging quarter-hour radio and TV version *Handy Andy Show*, which features title character demonstrating use of everyday tools in making household articles and repairs.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

ARE *You* A MR. *Why Buy?*

Why Buy **SPOT RADIO?**
Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

Why Buy **SOUTHWEST VIRGINIA?**
Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

Why Buy **WDBJ?**
WDBJ is a 28-year-old pioneer in this rich market—a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

CAB CLARIFIES

Network Salute to Queen

SPECIAL anniversary tribute network broadcast last Monday on Queen Elizabeth's birthday was conceived by a group of private stations in Montreal and marks the first time in 15 years the Canadian Broadcasting Corp. has given permission for a coast-to-coast private station network in Canada, the Canadian Assn. of Broadcasters has emphasized.

CBC assumed the cost of lines only for those stations which normally receive its network services. Line, program and other costs for the special broadcast were to be assumed by the privately-owned stations involved who do not regularly receive these services, the CAB said. The broadcast also was scheduled in the U. S. on a 1,000-station network by NBC, ABC and MBS, and in Britain by the BBC. CAB expressed thanks to CBC for assuming costs as indicated and to the artists and musicians unions for their cooperation in the broadcast.

No Curtailing Curley

JAMES M. CURLEY, 77, former Massachusetts governor, four times Boston mayor and former U.S. Congressman, who was pardoned by President Truman after serving a prison sentence on mail fraud charges, was scheduled to begin today (Monday) as a commentator on WBMS Boston. An announcement of Mr. Curley's three one-hour broadcasts weekly on politics and Irish independence, said, "It is specifically stipulated in the agreement that he is to be allowed to talk about anything he pleases, without censorship or hindrance for the station."

Spend your summer vacation in beautiful Western Montana
and see for yourself
The Art Mosby Stations
You Know KGVO · KANA
Missoula 5 kw Day & Nite
Anaconda Butte 250 kw
MONTANA
THE TREASURE STATE OF THE 48
•
Between Glacier and Yellowstone Parks in the Heart of the Dude Ranch Country
•
Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.

air-casters

ROBERT HITCHINS promoted to supervisor of sales promotion, NBC radio network, succeeding **HAROLD W. SHEPARD** now manager of sales development, advertising and promotion for NBC Spot Sales [B•T, May 26].

CHARLES E. McDANIEL to production staff, WHAS-TV Louisville.

Mr. McDaniel

JOE O'NEILL, musical director, KVOO Tulsa, Okla., appointed program director succeeding **TOM DeVORE**, now director of area development, new department created by KVOO.

BARBARA LYNCH appointed traffic manager, WCBT Roanoke Rapids, N. C., succeeding **BARBARA TURNER BRADLEY** who has resigned.

DR. ROY K. MARSHALL, educational director, WFIL-AM-TV Philadelphia, presented with honorary Doctor of Science degree at annual commencement of Philadelphia College of Pharmacy and Science.

JOHN S. STANLEY, parttime announcer, WDRC Hartford, Conn., joins station fulltime following graduation from Trinity College, Hartford.

CAPT. MAURICE DALLIMORE, account executive, D. J. Keymer & Co., Bombay, India, and formerly with Indian Army, to NBC-TV New York's advertising staff handling network sales space advertising.

RICHARD A. COBB, radio producer, WBZ Boston, received Master's degree at Staley College, Brookline, Mass.

LYNN GEORGE, WSVS Crewe, Va., to WPAZ Pottstown, Pa., as women's feature and Hollywood news broadcaster.

WALTER WHITE, author, newspaper columnist and executive secretary, National Assn. for Advancement of Colored People, adds duties of radio commentator with weekly program at WWDC Washington.

JACK KRUSCHEN, Hollywood radio actor, assigned role in Republic Pictures feature film, "Tropical Heat Wave."

A. WAYNE BAKER named promotion manager, KSL Salt Lake City.

NORMAN REED, program director, WWDC Washington, presented Commissioners Traffic Advisory Board Award on behalf of station.

NICK NELSON, star of KTTV (TV) Hollywood *Mr. Whistle*, cited for "outstanding showmanship in the field of juvenile entertainment" by Hollywood Actors Council.

FRAN ALLISON, star of NBC-TV's *Kukla, Fran & Ollie*, was guest of honor at Coe College, Cedar Rapids, Iowa, her alma mater, at annual alumni dinner June 7.

WILL JONES, photographer, WSYR Syracuse, graduated from School of Speech and Dramatic Art, Syracuse U.

GUY EWING, WEOL Elyria, Ohio, to WGAR Cleveland, as summer replacement announcer. **KATHY CONWAY**, WHK Cleveland music librarian, to WGAR in same capacity replacing **HELEN MAE KAMPS** who transfers to traffic.

NORMAN NOWICKI, TV floor manager, WTMJ-TV Milwaukee, and **ROBERT PETRIE**, program director, WHBY Appleton, Wis., appointed producer-directors at WTMJ.

Mr. Nowicki

Mr. Petrie

RALPH EDWARDS, star of NBC radio *Truth or Consequences* and NBC-TV *Ralph Edwards Show*, named best groomed male personality in radio-TV by National Men's Fashion Pageant.

FRANK DANE, actor on NBC-TV's *Hawkins Falls*, father of a son June 3.

HELENE SATINOVER, continuity supervisor, WFIL-TV Philadelphia, and Dr. Bertram A. Ruttenberg will be married June 22.

JEFF WAUGH, continuity chief, WDVA Danville, Va., father of girl, Candice. **BOB CLARKE**, station's new promotion director, father of girl, Elizabeth.

BY COLVIG, copy writer, ABC Hollywood sales promotion department, father of girl, Malinda, June 2.

News • • •

RAY SNYDER, chief announcer, WWSW Pittsburgh, adds duties of news editor.

JACK BILLINGS to KUGN Eugene, Ore., news staff as AP correspondent after recent separation from U. S. Marine Corps.

CLIFTON UTLEY, NBC Chicago local and network commentator, elected to board of directors, South Side Crime Commission.

CANADIAN RATINGS

Elliott-Haynes Reports

FOUR CANADIAN evening programs are listed among the first ten during May, according to the national rating report of Elliott-Haynes Ltd., Toronto. Leading the Canadian evening network shows were *Charlie McCarthy* with a rating of 29.1, *Radio Theatre* 28.3, *Amos 'n' Andy* 26.4, *Our Miss Brooks* 23.7, *Twenty Questions* 18.5, *Take a Chance* 18.2 (Canadian), *Ford Theatre* 17.8 (Canadian), *Great Gildersleeve* 17.7, *Share the Wealth* 16.3 (Canadian) and *Treasure Trail* 16 (Canadian).

Daytime leading five programs were *Ma Perkins* 16, *Big Sister* 15.8, *Pepper Young's Family* 14.4, *Happy Gang* (Canadian) 14.3, and *Road of Life* 14.2.

KGAE OPENING

Oregon Outlet Begins

DEDICATION programs marked the first day on the air for KGAE Salem, Ore., on June 2. The new station is on 1430 kc with power of 1 kw day, according to W. Gordon Allen, director of operations who also operates KGAL Lebanon, Ore.

Other staff members are: Tom Kelly, business manager, formerly of WCDL Carbondale, Pa.; Byron Stevenson, news director, formerly of KERG Eugene, Ore.; Del Olney, program director, formerly of KGAL; David B. Thompson, chief engineer, a veteran of 20 years at KOAC Corvallis, operated by the State Board of Higher Education and Oregon State College, and Pat Withers, traffic manager, from the U. of Oregon.

Hollywood Ad Club Meet

TAPE recording for radio and television will be discussed by Boyd McKnight, field engineer for Minnesota Mining & Mfg. Co. and Harry L. Bryant, vice-president, Radio Recorders, at a Hollywood Ad Club meeting in the Hollywood Roosevelt Hotel today. Jack O'Mara, media director, John I. Edwards & Assoc. Hollywood agency, will preside.

NBC PUBLIC SERVICE

Messages Are Personalized

PUBLIC service messages prepared by the Advertising Council and aired on a number of programs weekly get special treatment once a day on the NBC radio network: People, personally affected by the organizations, tell by transcription of their experiences.

Primarily responsible for illustrating "the human interest in terms of the people themselves," to use her own phrase, is Hilda Watson, assistant to NBC's Ed Stanley, who started the whole thing with an announcement for the Girl Scouts of America last March. Miss Watson decided to have a girl scout make the organization's appeal and ended up with a 55-second report from a blind child who told how, as a scout, she helped others learn she did not require extraordinary help by becoming the group's fastest walker.

Since then, public service messages have been delivered on Cancer by doctors, nurses and researchers; on the need for nurses' aids by hospital personnel; on forest fires by parachutists who fought blazes; school children who gave graphic explanations of the need for highway safety, and many other such personalized messages.

One transcribed message is included every Monday, Wednesday and Friday on the network's sustaining Merrill Mueller program; Tuesday and Thursday on the morning *World News Roundup*."

Our Respects To

(Continued from page 56)

which are a matter of record. One involves his service with United Press, in the mid-'30s, which served as the springboard for UP's entrance in the radio field.

He also compiled an enviable record with Field Enterprises Inc., helping to put the Field radio-newspaper properties on a more profitable basis in the past 10 years.

A cornhusker by birth (Jan. 7, 1895) and the son of Fred and Bertha (Eymann) Randau, youthful Clem, his brother Carl and mother moved to Wellington, Kan., about five years after his father's death. In 1906, they settled in Los Angeles.

As a youth, Mr. Randau toiled as carrier boy and, later, advertising clerk for the *Los Angeles Express*. He became an advertising salesman at 18, worked his way through high school and entered Stanford U. in 1914 on the strength of his savings.

In a throwback to those times, Mr. Randau recalls that the major universities and high schools played rugby instead of American-style football—by presidential decree at Stanford and California. When a knee injury curtailed his rugby activities, he dabbled in track and became proficient at tennis.

In the summer, young Mr. Randau sold Wear Ever cooking utensils house to house, "hashed" for his board, kept books for the University Press, acted as agent for the Pacific Navigation Co. and helped found the Stanford *Illustrated Review*, of which he was business manager.

In the summer of 1916, Clem and Carl Randau shelled out $400 for a Ford to peddle Wear Ever. Their earnings came to about $800 "but we were puzzled by the problem of supporting the Ford during the school year," Mr. Randau recalls. But it worked out: "We bet $500 on Woodrow Wilson to beat Charles Evans Hughes for the Presidency. Our bets were scattered over the Stanford campus. Wilson squeaked by, so we were able to keep the Ford."

Worked for 'Review'

As a Stanford junior, Clem Randau found life hectic, soliciting advertisements for the *Review*, and he admits his grades "dropped off seriously—but not quite to the flunking-out stage." That fall he helped organize the First Stanford Ambulance Unit, which went to France. A second was formed early in 1917 and Mr. Randau was set to leave with it when World War I broke.

Mr. Randau then enlisted in the Aviation Section of the U. S. Signal Corps (now the Air Force). After two months training at Cornell U. "ground school," he was sent to Foggia, Italy. He received his wings and commission about Christmas 1917. After being shunted around, 1st Lt. Randau was named officer-in-charge of flying at Field Seven, Issoudun—training field for the Third Aviation Flying Center.

BONE-RATTLING warning to motorists was anchored along U.S. Highway 81 by WNAX Yankton-Sioux City, S. D., as part of a three-day safety program. This reminder, and safety announcements on station breaks, plus an accurate count of highway mishaps in the area which was reported on each newscast, comprised the station's Memorial Day safety drive.

Lt. Randau won a promotion to captain in the fall of 1918 and got himself assigned to the front with the 22d Squadron, Second Pursuit Group, First Army, AEF. Dissatisfied with his lack of service there, Capt. Randau dickered with the Bolivian Military Mission in Paris for a position of chief of its air service. He also applied for service with the Kosciusko Squadron.

But he by-passed these ventures and attended Sorbonne U. in Paris for four months. He also reunited with his brother Carl, who by then (spring of 1919) was covering the Peace Conference in Paris.

Returning to the U. S. that year, Mr. Randau wanted to re-enter Stanford to complete his senior year. After three days he quit—and joined UP as a reporter. (Stanford later gave him an A.B. by giving him credits in view of his military service and Paris courses.)

He pushed rapidly ahead as a reporter. He covered the 1920 Democratic National Convention in San Francisco, the Jack Dempsey "slacker" trial, and the famous Armistice Day murder trial at Centralia, Wash., among other newsworthy events.

After other Pacific Coast assignments, Mr. Randau was shifted in 1921 to UP's sales staff in New York where he left his mark of progress. During the next 20 years he became salesman, division manager, sales manager, general business manager and finally vice president—with considerable worldwide travel thrown in.

Under Mr. Randau's guiding hand, UP launched its radio client service—in the mid-30's—and beat out its competitor, Associated Press, by at least two years. Additionally, the service contributed to UP's eminence in the news service field, Mr. Randau feels.

In 1942, Mr. Randau was appointed business manager of the Fields' *Chicago Sun*, then gasping for breath (and now breathing easier as the *Sun-Times*). He later became vice president of Field Enterprises Inc., which also owns WJJD and WFMF (FM) Chicago; KOIN-AM-FM Portland, Ore., and KJR Seattle, Wash. Also part of the Field empire are Pocket Books Inc., and a controlling interest in Simon & Schuster and World Book Encyclopedia Inc.

KFBI Interest

After Mr. Randau quit the *Sun* in November 1946, he bought interest in KFBI Wichita, of which he was president; Illinois-Wyoming (Oil) Co., which he also headed; Faresac Co.; and the *New Milford* (Conn.) *Times*, of which he still is co-publisher. He also has served on WNEW New York's board of directors the past five years, and is a director of the New Rochelle, N. Y., Coal and Lumber Co.

Though it generally was not known at the time, Mr. Randau's appointment to FCDA shortly after its formation in December 1950 resulted from a long distance telephone call from Washington. W. Stuart Symington, then chairman of the National Security Resources Board, prevailed upon the radio-newspaper executive to join the agency and help fight the home front battle.

"If, as all reports indicate, America is likely to be attacked by Russia, there is no more important work that anyone can do to help inspire Americans to prepare to meet and defeat such an attack," he remarked. As Policy Committee head, Mr. Randau watched FCDA mushroom in importance within two years and command the cooperation of radio, TV and other media toward a common objective despite the always present lack of federal funds. Some months ago, he and his wife took an extended business-social trip to Europe.

Mr. Randau married Beatrice M. Lyons, a former *Boston Telegram* reporter, on Jan. 30, 1926. They have two sons, John, 21, and Paul, 20, who attended Yale U. in recent years, and now at Stanford. John, who graduates this year was a Yale correspondent for UP, and is an aspiring journalist. Paul's inclinations lean toward becoming a doctor. Mrs. Randau has engaged in voluntary hospital work "and has so far resisted my urgings that she take up writing as a profession," he adds.

Mr. Randau has been a member of the American Legion, Sigma Chi, and Sigma Delta Chi professional journalism fraternity. He numbers among his clubs the Union League, the Tavern Club of Chicago, the Stanford Club of New York and the National Press Club of Washington—with membership at one time or another.

Some years ago Mr. Randau resumed piloting "strictly for pleasure, and only in small planes." His other current recreations, which presumably will not suffer for lack of suitable climate in California, are golf "and sedate tennis."

RADIO REACHES PEOPLE...
COVER the NASHVILLE MARKET with WSIX
THE NASHVILLE MARKET (53 COUNTIES IN MIDDLE TENNESSEE AND SOUTHERN KENTUCKY) IS COVERED BY WSIX. SEE LATEST BMB REPORT.
Celebrating A Quarter-Century of Service!
Better Buy
WSIX
The Voice of Tennessee's Capital City
NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE · 5000 WATTS · 980 KC and WSIX FM 71,000 W 97.5 MC

'HAMS' FIELD DAY

6,000 to Participate

MORE THAN 6,000 amateur radio operators will participate in a 24-hour demonstration of disaster communications facilities this Saturday and Sunday during the 16th annual field day sponsored by the American Radio Relay League.

To simulate actual emergency conditions, field day stations will be set up away from commercial electric power, according to F. E. Handy, league communications manager. He said each station in contact with other stations will transmit brief messages of the location and a signal report.

Portland Radio Homes

STANDARD metropolitan area of Portland, Me., contained 33,985 radio homes, 98.3% of the 34,565 homes tabulated by the Census Bureau, according to figures just compiled by the bureau. The Maine radio-TV census count showed the state with a 96% radio saturation [B•T, June 9]. The Portland SMA TV count as of April 1950 was 330 sets, a 1% TV saturation. Portland's urbanized area had a 98.3% radio saturation, or 32,150 of 32,710 homes reporting. There were 300 of the 32,505 reporting homes with TV, a saturation of 0.9%. The Portland incorporated area had 22,375 radio homes out of 22,835 reporting. This area had TV in 195 of 22,665 homes.

Adage Disproved

CONTRARY to popular opinion, lightning can strike twice in the same place, according to report from WCHS Charleston, W. Va. Bill Dixon, chief engineer, relates a bolt of lightning struck one of the WCHS towers last month causing $600 damage and putting the station off the air for an hour. Thirteen hours later, same tower was struck again. Second time the station was unable to broadcast for 15 minutes but cost of the repair was negligible.

allied arts

G. GILBERT THORNE elected president and **S. R. HERKES** advanced to vice president in charge of sales of Motorola-Chicago Co., Chicago, distributor of Motorola products.

HAROLD SUGARMAN announces formation of Duex Film Studios Inc., 35 W. 53rd St., N. Y., to produce dubbed versions of foreign language feature films in English.

RAY C. ELLIS, vice president, Raytheon Mfg. Co., Waltham, Mass., appointed director of company's newly formed international division.

PETER N. PRUSSING, sales manager for major appliances, Graybar Electric Co., L. A., to Whirlpool Corp., St. Joseph, Mich., as regional sales manager for southwest territory.

HENRY A. SCHOBER and **C. G. McPROUD** have purchased *Audio Engineering,* monthly publication with offices at 342 Madison Ave., N. Y.

ROBERT M. GARRICK, publicity-promotion director, Factor-Breyer Inc., L. A., to Carson-Rub Assoc., that city, public relations firm, as director of West Coast office.

FILM MUSIC Co., N. Y. (filmed music library), opens Hollywood headquarters at 7764 Hollywood Blvd. with **ROBERTA ADYE** as manager.

JAY M. ALLEN and **RICARDO MUNIZ** appointed manager and superintendent of manufacturing, respectively, of Westinghouse Television-Radio Div., Sunbury, Pa.

Equipment . . .

MINNESOTA MINING & MFG. Co., St. Paul, announces production of new spring-type connector that can't shake loose and requires no tools. Termed the Scotchlok, connector provides tight permanent splice for single or multi-strand wires up to gauge 10 in more than 300 different combinations.

TELEWAVE LABORATORIES Inc., Brooklyn, N. Y., announces production of Type R resistor for microwave applications. Unit is used for power measurements, resistive pick up loops, pads, impedance matching, attenuators in both wavequide and coax.

RCA, Camden, N. J., announces development of new 27 inch metal shell TV picture tube now being sampled to TV industry set manufacturers.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces manufacture of new portable picture monitor Model 102-C using 7 inch kinescope which presents TV picture of black and white or color signals in black and white at turn of a switch.

CLAROSTAT MFG. Co., Dover, N. H., announces production of TV ballast designed to be plugged in between TV set and electric receptacle for use in areas where line voltage tends to increase up to 140 volts. Units are available in Type TVA, 200-300 w and Type TVB, 300-375 w.

GENERAL ELECTRIC Co., Syracuse, N. Y., adds Model 21C-200, Model 21TA and Model 21T5 line of Black Daylite TV set. All new models feature 21 inch cylindrical picture tube.

Technical . . .

GINO RICCIARDELLIS, assistant chief engineer, WNBF Binghamton, N. Y., to WQAN Scranton, Pa., as chief engineer.

TED BOOTH, announcer-sportscaster, WJAX Jacksonville, Fla., to WJVB Jacksonville Beach, as engineer, replacing **JACK WATSON,** now announcer-engineer at WRHC Jacksonville.

WILLIAM H. VANDERSLICE added to engineering staff, WCBT Roanoke Rapids, N. C.

RODNEY D. CHIPP, director of engineering, DuMont Television Network, elected treasurer of Technical Societies Council of New York.

DEAN SHERIDAN, WALTER BROWN, JOHN CRISPE and **EARL VIEAUX** to engineering staff, NBC Chicago.

MIKE GEORGIANNI and **NORM ROSS,** engineers, WSYR Syracuse, graduated from School of Speech and Dramatic Art, Syracuse U.

RUSH SAWYERS, chief engineer, WDVA Danville, Va., father of boy, Michael.

JAMES ROLFE, chief engineer, WFIU (FM) Bloomington, Ind., father of boy, June 8.

HAROLD E. HODGEMAN, WFIL-TV Philadelphia newsreel cameraman, father of girl, Denise, May 24.

New GE Tube Plant

GENERAL ELECTRIC Co. opened its new $6 million electronic tube plant to the public last Thursday, following dedication ceremonies at the plant near Anniston, Ala. Principal speaker at the ceremonies was Dr. W. R. G. Baker, GE vice president and general manager of the company's Electronics Div., of which the Anniston Tube Works is a part. By next year, it was said, the plant will employ an estimated 2,000 persons, 85% of them women, in production of miniature glass receiving tubes for radio, TV and a variety of other communications and industrial equipment.

Strictly Business

(Continued from page 18)

with the dog days of February and March.

Mr. Kelley, a young and energetic newcomer to the station representative field, has covered mid-west agencies for The Walker Co. since last October. Selling some 50 AM stations, he works out of Chicago and in Detroit, Cincinnati, St. Louis and Cleveland.

He went to Walker from WAAF, the *Drovers Journal* station in Chicago, where he sold and serviced local accounts on the music-news independent, which concentrates its coverage on the metropolitan area. Previously, at WOKZ-AM-FM Alton, Ill., he was sales manager.

Mr. Kelley's first job after attending Loyola U. in Chicago was selling space for a trade publication. At school he majored in English and philosophy, and was feature editor of the college newspaper.

A native Chicagoan, he is unmarried and lives with his parents on the city's far north side. In the summer, he carries on his winter habits of listening to the radio and watching television, adding in Chicago's heat, mint juleps and golf.

A theorist as well as a pragmatist when it comes to radio and TV, Mr. Kelley works closely with his stations, advising them on agency buying trends which he foresees. A current trend is the desire on the part of almost every agency and client, "the biggest ones, too," to find out in advance what a station will do in the way of merchandising and promotion. Many times, he says, contracts are placed with this knowledge in mind.

MAN BITES DOG

Editor Salutes Radio, TV

AN EDITORIAL in the *Hardin County Enterprise,* Elizabethtown, Ky., salutes radio and television in general, and WIEL Elizabethtown in particular, as a friend and welcome competitor.

The editorial observed that "There is not a sporting event, a political convention or any other event of major importance which cannot be more accurately reported and interpreted if all three media are represented rather than only one or two."

As for advertising, the newspaper commented, "Each one compliments the other. Actually, advertising begets advertising. The station has developed accounts . . . heretofore non-advertisers and many of these accounts, once being sold on the value of advertising, have become regular users of newspaper space."

Speaking of WIEL, the editorial said that, "The city, and the trade area, are fortunate that the station is owned, managed and operated by such a group of public spirited, high type men. We wish WIEL many more years of accomplishment—and of success."

"Operation Grocer" Moves Merchandise

(see inside front cover)

WLS CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

NOW... an AMPEX CONSOLE RECORDER

at $995 Complete!

with famous AMPEX performance and Quality—PLUS dynamic New Styling!

DUAL-SPEEDS
...7½ & 15 inches per second

PUSH BUTTON OPERATION
...on all five functions

BUILT-IN PREAMPLIFIER
...for microphone

PRECISION TIMING
...within 3.6 seconds per 30 minutes

FULL AUDIO RANGE
...15,000 cps at 7½ inches per

MINIMUM MAINTENANCE
...even on heavy-duty service

LOW NOISE LEVEL
...complete shielding elimin

- **Model 402 — Half-track**
- **Model 403 — Full-track**

ACCESSIBILITY ALL OVER
...even in operation
Top plate and front panel are hinged for quick, easy inspection of any recorder component.

NEW REMOTE CONTROL BOX
For 100% push button operation that saves on operating time!

Series 400 CONSOLE
$995.00 *f.o.b. Redwood City, California*

AMPEX
Magnetic Tape RECORDERS

AX-96

- **Standard of the Great Radio Shows**

Ask for Complete Specifications or Request a **DEMONSTRATION**

AMPEX ELECTRIC CORPORATION
Redwood City • California

Radio Networks' Crisis and Cures

(Continued from page 23)

as a group are at best breaking even and are probably losing money on radio network operations. When a business as well established as network radio loses money, or is on the verge of it, "crisis" is not too strong a word to apply.

The purpose of this article is to examine the nature of the crisis and what brought it on.

About 14 months ago, after CBS had announced a 10-15% reduction in radio network time rates and while other radio networks were preparing to cut their prices accordingly, a high official of a leading network told BROADCASTING • TELECASTING that not a single program had been sold by any major network on a clean, above-board basis and at card rates during the preceding six months.

So far as can be learned, about the same can be said for the interval since then. Though the 10-15% rate reductions last July may have brought some business into some radio networks without under-the-table concessions, by far the bulk of network radio contracts signed in the past 20 months have, in one way or another, involved "deals."

Actually, the "deal" originated earlier.

The Talent Wars

Toward the end of 1948 developed the now-historic wars for talent among the networks. Such former NBC stars as Jack Benny, Amos 'n Andy, Ozzie and Harriet and Red Skelton, and Bing Crosby from ABC, wound up under contract to the CBS Radio Network.

The theory of CBS at the time seemed to make sense, from the competitive, inter-network point of view: Hire a handful of the most popular entertainers to build up the network's ratings, and they would attract customers not only for themselves but for other shows in the program structure which was strengthened by their presence. Even if the high-priced talent under contract to the network could not itself be sold for as much as it was costing, the total returns from the general sales that were to be enlarged would more than offset the losses on the principal talent.

The principle is not unknown in the retail trade. In a retailer's sense, Messrs. Benny, Skelton and the others were to be "loss leaders."

It must be remembered that CBS was not alone in adopting and pursuing this principle. Other networks did the same. Whether in self-defense against CBS "raiding" or for other reasons, ABC and NBC wrote substantial contracts of their own with some stars.

Quite possibly the radio networks would have been able to amortize the very large commitments to radio talent if television had not progressed as rapidly as it did. Though no one of high office at the network will officially admit it, CBS management in 1948 anticipated a much more halting rate of television advancement than actually took place. The time at which advertisers began investing heavily in network television and quit buying high-priced talent on network radio arrived sooner than the network policy-makers had guessed. The TV timetable estimates of other networks also must have been askew, else they would not have countered CBS bidding for talent with bidding of their own.

When the talent prices began to soften, a hole was opened in the dike.

The early "deals" in network radio were mostly concessions in the prices of talent and production. But as television competition developed and a buyer's market grew up in network radio, the concessions inevitably were extended to cover time as well. Long before the four networks invoked the rate reductions of last July 1, both time and talent were being bartered in some instances at price levels far below the 10-15% that was officially knocked off network rates by the announced reductions.

At least two networks, it can now be reported, would have liked to cut the rates more drastically, but they believed that the 10-15% was the most they could get their affiliated stations to agree to without insurrection.

To many affiliates, the chaos in the network business was hardly comprehensible. Though their revenue from network time sales had been decreasing, their spot and local business had held up well.

As shown by the chart on page 23, the average major network affiliate had experienced a decline in general revenue from 1946, an easy money year before the radio station population began its post-war expansion, to 1950. But the decline was not alarming, at least in respect to spot and local business, and it was understood as being primarily caused by the increase in the number of stations.

From 1946 to 1950 the number of major network affiliates rose from 791 to 1,130. That meant that more of them were whacking up the pie. In the case of spot and local, the pie itself was getting bigger and hence the individual pieces, though divided among more stations, did not diminish as much as the pieces cut from the network pie which began to shrink after TV arrived.

Network Spot Revenue

In 1950, the latest year for which such figures are available, the average network affiliate's revenue from spot time sales was 85.8% of average revenue from that source in 1946 and from local time sales, 92.0% of 1946 levels. Network revenue, for the average affiliate in 1950 was down to 62.8% of what it had been in 1946.

But averages can be deceptive. Though figures for such a grouping are not obtainable, it may be properly assumed that the general business levels of the 791 stations that were affiliated in 1946 probably held up better through 1950 than did those of the 339 that joined networks after 1946. Well-established stations generally do better than new ones, and, additionally, in the 1946 group of 791 were all the powerful outlets which customarily take in large business volume.

Obviously, however, even the most powerful and well-established network affiliates have suffered a decline in network revenue in the past two or three years.

It is not easy to explain this phenomenon to operators who have not encountered serious advertiser hesitancy in their personal selling to local sponsors or even in national spot sales through their representatives. Especially in the latter case, the station operator wonders why a national advertiser will quit network radio and at the same time buy spot radio time in the very television markets where he feels his network radio has gone to pot.

The networks have an answer to that quandary. An analysis of spot and network rates shows, they say, that on the average an advertiser can buy a one-minute announcement on a spot basis on a station for about one-sixth of the time cost of a half-hour network show on that station. Hence he can buy three one-minute announcements (the maximum allowed in a half-hour network show) on a spot basis at half the cost of time alone for the half-hour network program on that station. Addition of program production costs to the network show make the discrepancy between buying three one-minute announcements by spot placement and by network programming even greater.

This argument would seem to lead inevitably to the conclusion that there is no economic reason for the continuation of networking. But the networks point out that spot time would not be worth a tinker's dam if it were not inserted in or between programs that attracted audiences.

And networks, the networks say, are the only instrumentalities that can provide quality programming in quantity.

How can networks continue to provide quality service if they go on losing money? Not even the networks have pat answers to that one.

It is known, however, that the two leaders that bill the biggest business feel that the first step must be to restore stability in network pricing.

One top executive of one of these networks told BROADCASTING • TELECASTING that the next rate cuts must be severe enough to "administer shock" to the industry. The reductions, in his view, must be at least down to the basement levels at which network business has lately been conducted and probably should be enough below those levels to utterly discourage further "deals."

Agrees in Principle

Though he put it more mildly, a policy-level executive of the other network agreed in principle.

He said that the cuts must be deep enough to get radio network business back on the rate card and further that the new rates should embrace such attractive discount structures as virtually to "compel" advertisers to stay on the air 52 weeks a year.

One of the economic curses afflicting network radio is the "summer hiatus." Come June and July, programs regularly scheduled through the rest of the year and many of their sponsors desert the air in swarms, leaving gaps that must be filled by network-created programming.

In the richer days of network radio, the summer hiatus was not as severe a problem as it is today. Indeed in some respects networks counted it an advantage for it provided an opportunity to test out new shows and new personalities.

Nowadays, however, the additional expense of filling summer schedules with replacements for the sponsored programs that have gone on vacation adds to an overhead that already is taxing in the extreme. Costly tryouts of summer shows are luxuries which networks

GET THE BIG PLUS IN CINCINNATI

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF

SELLING POWER

radio cannot afford any longer.

Achieving year-around continuity in programming is one way of cutting down operational expenses. Other means of reducing overhead will also have to be found.

In the view of policy-makers at CBS and NBC, the strong medicine which must be administered to network radio comes in three doses. First must be the rate cuts to stabilize the pricing structure of the industry. Second must be a severe retrenching to reduce expenses. Third must be a build-up of business volume.

If this triple dosage effects its hoped-for cure, the patient will emerge somewhat more lean than it was before the crisis, but it will survive, the networks think. The fat talent costs will have been melted away. In place of the high-priced, star-studded, glamour programs there will be shows that are of more realistic cost in relation to today's audience size.

These doses add up to pretty strong medicine, but the networks believe that weaker stuff will only prolong a crisis which the radio network business cannot perpetually endure.

Are there other remedies which could be used successfully without cutting network rates? Many operators of affiliated stations, including a lot who are businessmen of proven judgment, believe there are.

In the view of these affiliates, networks should hold the line on rates, take economy measures wherever possible, and invigorate their sales efforts. In the long run, after the dizzying glamour of television has worn off, advertisers will be reconvinced that network radio still is a worthwhile buy.

An inherent element in this argument is that network radio was terribly underpriced at the time television competition developed. It is pointed out that even today, with radio audiences demonstrably reduced in television markets, radio still delivers more advertising impressions for the advertiser's money than other media.

Statistically, this argument is unanswerable. But the networks feel it does not take into consideration all the realities in the case. Underpriced though it may have been up to 1949, network radio today does not offer the advertiser anything like the values it offered two to three years ago. Try though they may to persuade the advertiser that network radio in 1952, in relation to other media, still is priced favorably, the networks have been unable to distract the advertiser's attention from the fact that radio in 1952, in relation to pre-television radio, is costing infinitely more.

Moreover, the advertiser is unmoved by the argument that he got an almost unbelievable bargain when he bought network radio in its underpriced pre-television days and that the dwindling of the radio audience has meant only that radio network prices have been brought into more comparable association with those of other media.

The advertiser dismisses that argument with the explanation that if network radio were underpriced, it was not his fault but that of the network management. He bought radio, underpriced or not, in relation with purchases in other media. The decrease in the network radio audience (which means higher cost per listener reached) has thrown his media allocations out of pre-television proportions.

All sides of these questions will be argued thoroughly in the next few weeks. The first big discussion on the radio network crisis will come July 1-2 when CBS Radio affiliates and CBS heads meet in New York (see story, page 30).

Whatever course the arguments take, the ultimate outcome seems reasonably clear.

Networks are going to reduce rates, whether affiliates like it or not. Present planning is to cut night rates by 40-50%, perhaps to increase morning rates by 12-18%, thus obtaining an over-all rate cut in the order of 25% or slightly more.

After cutting rates, they will then trim expenses and try to build radio programming that competes effectively with television but at what they regard as a realistic cost.

The hope must be held that those measures will not only keep the patient alive but restore its energy. If they fail, the radio network, as traditionally constructed and operated in the U. S., will disappear. What would replace it, no one of authority ventures to predict.

JOS. WEED & CO.,
350 Madison Ave., New York.
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

SCOTUS REVERSES

Seattle Case Conviction

QUESTION whether to retry Ralph Casey, George La Clair and Edward Plesa, whose conviction of operating a radio transmitter illegally was reversed by the Supreme Court 6 to 3 last week, was being weighed by Federal officials in Seattle this week. Complaints that the men were illegally operating a radio transmitter enabling them to place bets with bookies after a race had been run but before bookmakers had received news of the results were the basis for the FCC investigation.

CHICAGO ACTIVITY

On Convention Handling

REPUBLICAN Committee on National Political Convention Arrangements glanced only briefly at plans for broadcast coverage during a special meeting in Chicago last week. It also postponed its discussion on use of radio and television advertising in the Presidential campaign until after the nominee is selected.

Ed Ingle, Radio-Television Chairman for the Republican National Committee, said plans for convention coverage from Chicago's International Amphitheatre are completed, and that purchase of time will not be decided on specifically until after the convention closes.

He reportedly visited networks in New York after the Monday and Tuesday meetings in Chicago to outline in general terms what the National Committee may want in time and programming for the fall political campaign.

The 46-member Arrangements Committee toured the Amphitheatre Monday to check convention facilities for delegates, speakers and press-radio accommodations.

At the same time $1 million worth of radio and television equipment arrived at ABC Chicago for convention use. All of the equipment, made up of portable field units, will be installed in the Amphitheatre and at the Conrad Hilton Hotel under supervision of Central Div. Chief Engineer E. C. Horstman.

KTUR AND TAFT

Turlock Time Available

SOME radio stations are not too proud to go after business. When Sen. Robert A. Taft (R-Ohio) complained to the FCC that he was rebuffed by radio and TV networks in asking for time equivalent to that given Gen. Dwight D. Eisenhower's Abilene speech [B•T, June 9], 1-kw, independent KTUR Turlock, Calif., heard about it and immediately sent him the following wire:

"Why ask the FCC to give you broadcast facilities . . . when you can buy all the time you want on KTUR? KTUR . . . will be happy to sell you all the time you want at regular national rates. . . . Speak, by transcription, to all the home folks on their local independent stations. People know and trust their local independents. . . ."

KTUR News Editor McDowell Starkey initiated the action, backed by Station Manager H. A. McMillen. As of Wednesday the station had not received word from Taft headquarters.

CONDENSER Products Co., Chicago (electronic equipment), has been acquired by New Haven Watch & Clock Co. Combined companies are expected to have a total annual sales volume of $10 million, according to Max A. Geller, president of the purchasing firm.

be..R-W.*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RADIO'S TOP

• AUDIENCES • MARKETS
• PERSONALITIES

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.

WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.
WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.
WWNR (b) 1000 W. BECKLEY, W.VA. 620 KC.

JOE RAHALL, PRESIDENT

National Representatives
(a) WEED & COMPANY • (b) THE WALKER COMPANY

RAHALL STATIONS

LBS RIPPLES

Reactivation Proposed By Dallas Committee

PROPOSAL to reconstitute Liberty Broadcasting System, which suspended operation May 15 [B•T, May 19], was made last week to ex-Liberty network affiliates by the Liberty Reorganization Committee, Box 27, Dallas.

Chairman of the committee, William A. Ware, said the committee wants to reactivate Liberty, with programming to resume between June 20 and July 1. Mr. Ware's letter said President Gordon McLendon of LBS, "will be freed of his many administrative duties in order that his great talents may be used consistently in improving the network's programming.

"A greatly improved 16 hours a day will be offered you—new shows, new talent including a topflight comedian, several of the former commentators plus new ones—programs as fine and as appealing as any network can offer and that you will be proud to air."

Going into finances, Mr. Ware said the network "must also be able to operate economically and at a profit. LBS was dependent on baseball for its principal income; the new network will not be. This does not mean that we will not carry baseball, for we will, but it does mean that we will build on a foundation of sponsored programs. Baseball and other sports, which we will continue to carry on a par with LBS, will be in addition.

"Now, let's examine the contractual arrangements that will be necessary between your stations and the new corporation. The corporation will pay for your time at the same rates LBS was paying. With regard to the affiliation fee, it will remain approximately the same as before based on the cost of providing line and service to you."

Mr. Ware said LBS was forced to cease "because it did not have sufficient time available from its affiliates to meet its operating costs. In order to operate on a reasonably profitable basis, the new network will require from you, two hours per day at no charge to the network. In addition, on non-sport days, one hour and 15 minutes will be sold nationally, the other half by you. You will be paid your contract rate for this time sold nationally. We believe that upon careful analysis you will find this to be a fair arrangement.

"An escrow fund to safeguard your initial advance affiliation fees has been established with a bank in Dallas. In accordance with the provisions of the fund, it will not be available for use by the corporation until the day the switch is thrown delivering service to you."

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

WSYR-AM-FM-TV
The Only Complete Broadcast Institution in Central New York

BABY ROBINS

Mig Figi Aids Transfer

WHEN progress of construction at a bank displaced the nest home of a family of robins, Mig Figi, general manager, WAUX Waukesha, Wis., was instrumental in finding the baby robins a new home—and a new mother. The resulting story was carried on a national news wire service.

Since it would be necessary to move the nest, WAUX, the bank and the construction company offered a $25 Defense Bond for the best idea. At first, Mr. Figi and a construction superintendent transferred the nest from inside the bank to a sheltered area on the roof. The mother and father robin could not be guided to their three babies. Another solution had to be found.

The construction superintendent remembered that another robin was nesting in a tree of his front lawn. Mr. Figi removed the fledgling robins from their home in the tree and replaced them with the bank babies. The displaced babies are older and can be cared for by humans. The foster mother robin settled on the nest with her new trio and the father robin soon began bringing worms.

SIGNING a joint contract between KULA and KPOA Honolulu and the Honolulu Stadium for broadcast coverage of all sports events played in the stadium are (l to r) seated, Jack Burnett, general manager, KULA; Fin Hollinger, station manager, KPOA; standing, Pump Searle, promotion manager, and Lew Tate, general manager for the stadium.

milestones . . .

► WILLARD L. DOUGHERTY, assistant sales manager of WSRS Cleveland, was honored upon his 20th year in radio by staff members and friends at a party. Formerly with other Cleveland stations, Mr. Dougherty began in radio at WMBO Auburn, N. Y.

► KFQD Anchorage, key station of the Alaska Broadcasting System and CBS affiliate for central Alaska, has celebrated its 28th year of operation. A special anniversary program traced the growth of radio in Alaska. Charles Mohler is manager.

► ELBERT HALING, regional radio-press officer, U. S. Dept. of Commerce, Dallas, is currently enjoying his 32d year in the broadcast and newspaper fields. Mr. Haling began his career in 1920 when, age 10, he operated 5HY, his own "ham" station.

► FIVE CHILDREN born on the same day WJMO Cleveland went on the air five years ago were given prizes on the station's anniversary, June 1, and spots throughout the day carried the children's voices wishing WJMO a happy birthday, according to Dave Baylor, general manager.

► WPRS-AM-FM Paris, Ill., honored its advertisers at a day-long open house May 23 marking its first anniversary. Each guest received a small birthday cake and heard taped interviews with local civic leaders and congratulations from Gov. Adlai Stevenson. During the noon hour, boys distributed dummy newspapers in the town square bearing the headline, "Extra! WPRS Birthday Today! Come Out and Visit the Studios!" AM and FM outlets are programmed separately.

► New England's first TV station celebrated its fourth anniversary last week. WBZ-TV Boston went on the air June 9, 1948. In the brief period since it began operation, the station claims many firsts, among them the first football game to be telecast in the region four years ago, and the initial use of the Zoomar-lens in the area in 1949.

NIAA MEETING

Set June 30 in Chicago

THE NATION'S industrial advertisers will meet in Chicago June 30 through July 2 to study the economic, social and advertising problems confronting them. The 30th annual convention of the National Industrial Advertisers Assn. will be held at the Palmer House.

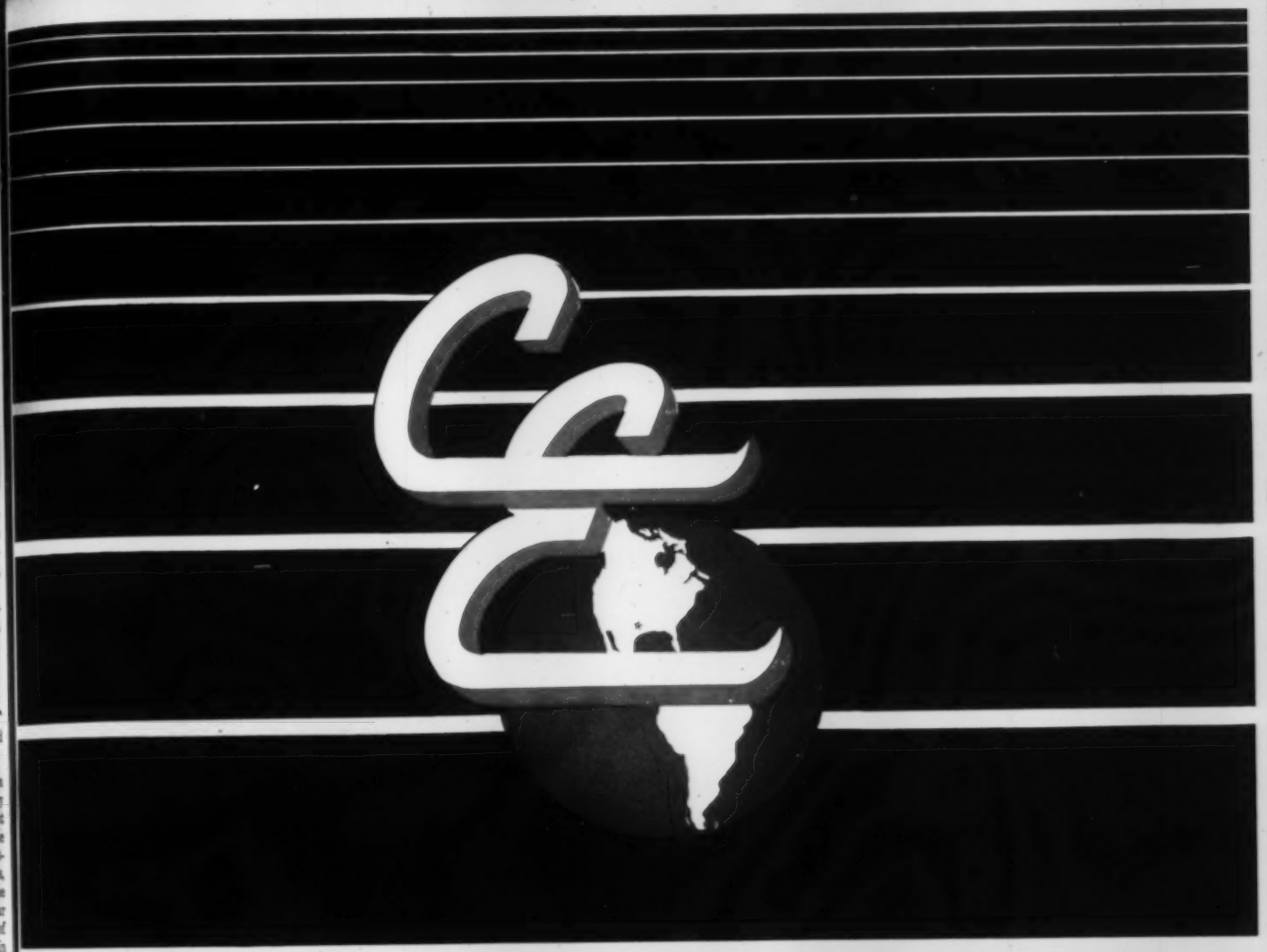
Fairfax N. Cone, president of Foote, Cone & Belding, will outline "Current Public Relations Problems of Business." Other speakers and their subjects include Chester H. Lang, vice president, General Electric Co., "How Advertising Men Can Help Explain American Economic System to Workers and the Public," and H. I. Orwig, vice president, Buchen Co., "Discussion of Export Advertising."

Pre-conference registration and a supper party are scheduled for Sunday, June 29. Separate functions have been planned for women guests.

REACHES 93,217 RADIO FAMILIES

WEOK POUGHKEEPSIE

REPRESENTED BY EVERETT McKINNEY, INC



For Equipment above and beyond the usual standards

Continental Electronics

MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVergreen 1137

WILK

Wilkes-Barre's Powerful 5000 Watt Station

Offers Advertisers

MORE LISTENERS

34.1% Higher Average ¼ Hour Rating*

from 7 A.M. to 1 P.M.

Than Next Best Station

*Pulse: November 1951

MORE COVERAGE

in the

Wilkes-Barre Metropolitan Area

(Pennsylvania's 3rd Largest Market)

PLUS

Bonus Coverage in 14 Surrounding Counties

MORE FOR YOUR ADVERTISING DOLLAR!

WILK

980 KC AM-FM 5000 W (d) 1000 W (n)

A B C AFFILIATE

★

AVERY KNODEL Inc., Nat'l. Rep.

★ New York ★ Chicago ★ Los Angeles

★ Atlanta ★ San Francisco ★ Dallas

Politics on Radio-TV

(Continued from page 29)

from NBC, Sen. Kefauver said he would withdraw the complaint which he had filed with FCC against that network, and it was assumed he would do so in the case of the CBS networks in view of their subsequent offer. ABC spokesmen said they had heard no more about the matter after sending FCC copies of their letters rejecting the original requests of Sens. Taft and Kefauver.

Candidate Averell Harriman's offer of personal—albeit at long distance—radio interviews was outlined in a letter sent Thursday to stations in 100 cities which Mr. Harriman is not likely to visit.

"Put on tape 7½ IPS, any five questions you want Mr. Harriman to answer," the letter instructs. "On July 1 Mr. Harriman will go into a studio and answer your questions. The answers, on another roll of tape, will be sent to you along with your tape of questions. With a simple editing job you'll have an exclusive news feature."

Offer, exclusive to one station in each city, is the brainchild of Lou Frankel, Harriman campaign director of radio and TV, former manager of WFDR (FM) New York.

While the networks' legal experts were juggling candidates' demands and claims, plans for programming before, during and after the conventions were gradually shaping up. The scheduling of actual convention pickups was more difficult, owing to lack of finality about the times when convention sessions would get under way, plus the usual uncertainty as to which sessions were apt to prove most newsworthy.

Probable Opening Times

Reports on probable opening times for the convention sessions ranged from 10 a.m. to 1 p.m. EDT for the daytime meetings and from 1 p.m. to 10 p.m. EDT for the night sessions. For the most part the networks—radio and TV—indicated they would carry the session openings, but how long they would continue in any specific case would depend to a great extent upon the news interest of the proceedings involved.

NBC-TV announced plans for 14 convention "p r e l u d e" programs starting July 1 and scheduled as follows: July 1, 7-7:30 p.m. EDT; July 2, 8-9 p.m. and 10-10:30 p.m. EDT; July 3, 8:30-9 p.m. EDT; July 5, 4:30-5:30 p.m. and 10-10:30 p.m. EDT; July 6, 4-5 p.m. EDT; July 7 and 8, 10-11 a.m. and 7-7:30 p.m. EDT; July 9, 10-11 a.m. and 8-9 p.m. EDT, and July 10, 8:30-9 p.m. EDT. The July 6-10 shows in this series will be under Philco sponsorship as part of its underwriting of NBC radio and NBC-TV coverage of both Republican and Democratic Conventions.

NBC radio meanwhile has scheduled five special broadcasts preceding the Republican Convention: June 28, 8-8:30 p.m. EDT; July 1, 10:35-11 p.m. EDT; July 3, 10:35-11 p.m. EDT; July 5, 10-10:30 p.m. EDT, and July 6, 9:30-10 p.m. EDT. The first three of this series are being offered to NBC radio affiliates for local sales on a cooperative basis, as are two others scheduled immediately preceding the Democratic Convention: July 16, 10-10:30 p.m. EDT, and July 17, 10:35-11 p.m. EDT.

CBS Radio, while hopeful that more rigid convention pickup schedules will be possible this year than in the past, noted that no firm plans for convention-floor broadcasts can be made until after the convention leaders have set definite hours for getting sessions under way.

Looking toward the convention itself, the network already is carrying a Monday night political analysis program (11:15-30 p.m. EDT), and for the Sunday before the conventions get under way a "preview" show is planned (probably in the 4:30-5 p.m. spot). Between June 30 and July 4, *You and the World* (Mon.-Fri., 6:15-30 p.m. EDT) will present five convention newsmen and editors in rotation to explain convention procedures, terminology, and plans for CBS Radio coverage—which, as is the case also with CBS-TV coverage, is sponsored by Westinghouse.

HEALTH AIDS FIRM

Cited by FTC

COMPLAINT of false and misleading advertising has been filed by the Federal Trade Commission against National Health Aids Inc., Baltimore, Md., a large user of radio and TV, it was announced today (Monday).

The charge that NHA Complex, a vitamin-mineral preparation, has been advertised as a virtual cure-all prompted the complaint, FTC stated. Company, including its president Charles D. Kasher and its advertising agency, Television Advertising Associates Inc., has 20 days to answer the complaint. Hearing is scheduled in Washington July 21 before FTC Hearing Examiner Frank Hier.

Except where such diseases or disorders are the result of mild vitamin and mineral deficiencies, NHA Complex is of no value, the FTC complaint alleged.

Singled out also in the complaint is the allegation said to have been made in NHA advertisements that "all persons in the United States consume a diet which is deficient in vitamins and minerals and must use a dietary supplement to assure their bodies of the minimum daily requirements. . . ."

Among the radio-TV programs cited in the FTC complaints, were the following: *Who Ya Laffin' At*, *Let's Live a Little*, *Stop Fooling Yourself* and *Animal, Vegetable, Mineral.*

ABC-UPT

Sass Testifies at FC

CHICAGO theatre operator Arthur F. Sass was the only witness to testify during last week's session of the lengthy Paramount hearing at the FCC [B•T, June 9].

The hearing is concerned with proposal for merger of ABC and United Paramount Theatres Inc., among other issues.

Mr. Sass, who testified under direct examination May 23, returned last Thursday and Friday for cross examination by Louis Phillips, Paramount Pictures Corp.'s New York attorney.

Mr. Sass was questioned about the advice he received from Barney Balaban after Lubliner & Trinz, a Balaban & Katz affiliate, received 25% interest in Mr. Sass's Alamo Theatre. The advice was part "payment" for L&T's interest in the theatre, Mr. Sass testified.

Last month Mr. Sass testified he was required to enter into the agreement with L&T in order to get films from Paramount Pictures Inc., which was then the parent company to B&K. At that time he also testified that B&K threatened to build a competing theatre nearby if he didn't "sell" B&K the 25% interest.

In his earlier testimony Mr. Sass indicated that the advice he received from Mr. Balaban appeared to be inconsistent with Mr. Balaban's practices in the operation of the B&K theatres. In last week's testimony, Mr. Sass said Mr. Balaban had advised against installing air conditioning in the Alamo Theatre. When air conditioning was installed several years later, Mr. Sass claimed it was instrumental in raising attendance at the theatre.

Under cross examination, Mr. Sass testified he was not actually prevented from making improvements in his theatres but was merely discouraged from doing so by Mr. Balaban.

Last year Mr. Sass filed antitrust suits against five major motion picture companies totaling nearly $2 million [B•T, May 26].

KBKO STOCK SALE

Allen, Kelly to Buy

SALE of 70% interest in KBKO Portland, Ore., to W. Gordon Allen and Tom Kelly, operators of two Oregon stations, was announced last week. Sale is subject to FCC approval.

Price of controlling interest in the 1 kw daytime independent on 1290 kc was $28,000 plus an employment agreement for the present owners, Harold Krieger and Gordon E. Bambrick.

Mr. Allen owns 60% interest in KGAL Lebanon, Ore., 33⅓% of KGAE Salem, Ore., 50% of KSGA Redmond, Ore. (CP only), and has an application on file with the FCC for a new AM station in Lewistown, Idaho. Mr. Kelly is associated with Mr. Allen in managerial operations of the Oregon stations. The KBKO sale was handled by Blackburn-Hamilton Co.

McFarland Bill

(Continued from page 29)

asked FCC Chairman Paul A. Walker who was responsible. It is believed that the Senator will pursue this matter further unless he receives a satisfactory reply.

Although broadcasters are generally backing the McFarland Bill, there are a number of provisions they do not like. Among these are the provisions giving the FCC authority to (1) issue cease and desist orders, and (2) impose temporary suspension and fines. Failure to eliminate the "double jeopardy" provisions of the present Communications Act also disappointed representatives of larger stations and networks. This section permits the FCC to revoke licenses if licensees or their parent companies are convicted of anti-trust violations.

WCBS' SALES

CBS Radio Handles in N. Y.

CBS RADIO's Spot Sales department will handle New York sales for the networks WCBS New York, starting today (Monday), in addition to representing the station in all other markets, as it has in the past.

Carl Ward, general manager of WCBS, asserted that the station's local sales staff "has done an excellent job" with May billings, "up 29% over last year," but that "we have long felt the need for enlarged representation and service to New York advertisers." He continued:

"Through the facilities and personnel of CBS Radio Spot Sales, the station will expand its coverage of New York agencies and advertisers. At the same time, it will reduce duplicate calls from two different sales staffs calling on the same agencies."

The change puts WCBS local sales operation on a parallel with WCBS-TV's, which already is handled by CBS TV Spot Sales.

Wendell B. Campbell, general sales manager of CBS Radio Spot Sales, reported meanwhile that five new account executives—including four transfers from the WCBS sales staff—are being added to the sales force in his New York office to handle sales for WCBS while maintaining the department's service to all of the 13 stations it represents.

The five are Don Miller, who has been sales manager of WCBS; Sam Maxwell, former eastern sales representative for CBS-owned WBBM Chicago; Kent Patterson, John Crandall, and Tom Gorman, all former WCBS account executives who will work exclusively on local and retail accounts for WCBS radio.

Two other members of the WCBS sales staff are being let go, it was understood.

RICHARDS

Named Asst. to NARTB Pres.; Public Affairs Expanded

ROBERT K. RICHARDS has been advanced to a new NARTB post, assistant to the president, by President Harold E. Fellows, in line with a program to expand the association's services.

Mr. Richards continues as director of public affairs, a post he has held since 1947. An administrative assistant will be added to the Public Affairs Dept.

Mr. Richards

The expansion plan provides for opening of a West Coast office in charge of a field representative of the Station Relations Dept., which is headed by William T. Stubblefield.

Budget provisions for the program were approved last week by the Radio Board and TV Board, which held separate meetings (see main TV board story, this issue).

Since he joined NARTB, Mr. Richards has directed promotion activities of the association and developed the Voice of Democracy contest for high school students, one of the nation's outstanding scholastic competitions. He has taken an active part in policy decisions and has handled many NARTB contacts with associations and commercial enterprises. He is a member of the Advisory Council to the National Assn. of Radio News Directors and secretary to the Council on Radio-Television Journalism. Recently he was named to direct NARTB's participation in the "Register and Vote" campaign.

Served in Censorship

Mr. Richards was editorial director of BROADCASTING • TELECASTING before joining NARTB in 1947. During the war he served as assistant broadcasting censor under J. Harold Ryan, who headed this operation in the Office of Censorship. He is 39 years of age and a graduate of Ohio State U. After graduation he was employed at Campbell-Ewald Co., the *Cincinnati Post* and its affiliated WCPO, and Fort Industry Co., now Storer Broadcasting Co.

He is a member of Radio Pioneers Club and Sigma Delta Chi, honorary journalistic fraternity.

The new addition to the Public Affairs Dept. will report to Oscar Elder, assistant director.

In announcing expansion of the Station Relations Dept., with a West Coast office to be opened in San Francisco, President Fellows said two important objectives will be achieved. First, the department will be able to broaden its services to TV stations now belonging to NARTB. Second, the department will be able to broaden services to overall membership with addition of the San Francisco offices and at the same time continue recruiting new members.

The Radio Board, at its Thursday meeting, approved a resolution under which each of the 17 district directors will appoint district membership committees for their respective areas. These committees are to be in operation not later than July 15. They will work directly with the Station Relations Dept., seeking closer liaison between stations and the association.

Resolution for the membership project was introduced by H Quenton Cox, KGW Portland, Ore., chairman of the NARTB Membership Committee. Other members of the committee, which met Wednesday prior to the board session, are Henry B. Clay, KWKH Shreveport, La.; Thad Holt, WAPI Birmingham; E. K. Hartenbower, KCMO Kansas City; Jack Todd, KAKE Wichita; Stanley Pratt, WSOO Sault Ste. Marie, Mich.; Campbell Arnoux, WTAR-TV Norfolk, Va., representing TV.

BMI N.Y. CLINIC

Agenda Set for June 23-24

WITH its early May whirlwind campaign of 42 field clinics in two weeks now history, BMI will wind up its spring clinic season June 23-24 with a two-day session in New York, 19th program clinic BMI has staged in its headquarters city.

Herbert V. Akerberg, CBS Radio and CBS TV vice president in charge of station relations, will act as chairman for the first day's meeting. The agenda includes talks by Ben Laird, president, WDUZ Green Bay, Wis.; J. Scott True, farm director, WFTM Maysville, Ky.; John M. Outler, general manager, WSB Atlanta; Harry Bannister, NBC vice president in charge of station relations; Dorothy Gordon, moderator, *New York Times Youth Forum* on WQXR New York; George J. Higgins, vice president, KMBC Kansas City.

Leonard Patricelli, program manager, WTIC Hartford, will be the second day clinic chairman and will present a special session of WTIC's *Mind Your Manners* program at the luncheon session. Speakers will include Norman Reed, program director, WWDC Washington; Clarence L. Menser, general manager, WJBS Deland, Fla.; Ted Cott, NBC vice president and general manager of WNBC-WNBT (TV) New York, and others.

Although the New York meeting will conclude BMI's program clinic activities until fall, the industry's music licensing organization in cooperation with Colorado broadcasters is conducting a one-week seminar at Denver U., Aug. 3-8.

NOTRE DAME football games will be carried next season by WCUE Akron, which has exclusive rights in that city.

BMI

Cordially Invites You to attend its

19th PROGRAM CLINIC

IN NEW YORK

MONDAY

JUNE 23

and

TUESDAY

JUNE 24

at the

Waldorf Astoria Hotel

This is one BMI Program Clinic you won't want to miss! The subjects coming up for discussion have not been covered before.

Herbert V. Ackerberg will be your Clinic Chairman on Monday; Paul Morency is Tuesday's chairman; Harry Bannister, luncheon speaker.

Your panel speakers bring to the Clinic fresh, hard-hitting facts and practical ideas.

Question and answer periods and the chance to have your specific problems discussed are added reasons for your presence.

REGISTER NOW

No attendance fee, but advance application is requested. Write or call BMI Station Service Dept. today.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE
NEW YORK 36, N.Y.

CHARTER program sponsor sign-up with KBIG Avalon, Calif., new 10 kw station, includes (l to r) Cliff Gill, KBIG ops. mgr.; Don Parmalee, acct. exec., Hixson & Jorgensen Inc., L. A., agency servicing account; Robert J. McAndrews, KBIG coml. mgr., and L. J. Condon, v. p. of Western Div., Local Loan Co., sponsor.

WEEKLY airing of *I Was a Communist for the FBI* is contracted for broadcast 52 weeks on WABB Mobile. L to r: Dewey Long, WABB mgr.; E. J. Curran, v. p., Malbis Bakery, Mobile, sponsor; Carl Haug, WABB acct. exec., and W. J. Hearin Jr., v. p. and gen. mgr, *Mobile Press Register*, WABB owners.

SIGNING for weekly *Bold Venture* for WGH Newport News, Va., airing are (l to r) Edward E. Edgar, WGH coml. mgr.; John L. Gunn, acct. exec., John McLauchlin Adv., representing Mechancial Engineering, local appliance firm, and General Electric, sponsors; Clyde Meades, WGH sls. rep., and agency's John McLauchlin.

PRINCIPALS in signing for WJHP Jacksonville's *Cousin Wilbur, Blondie Brooks & The Log Cabin Folks Show* include (l to r, standing) Robert Buck, asst. adv. mgr., Pet Milk Co., producer of Golden Key milk and the sponsor; "Blondie Brooks"; "Cousin Wilbur"; John Thorwald, radio and TV dir., John H. Perry stations; seated, O. F. Thomas, dist. sls. mgr., Pet Milk; Milford A. Reynolds, WJHP gen. mgr., and "Little Wilbur." Mr. Thorwald has resigned from Perry stations since picture was made [B•T, June 9].

ARRANGING for six-a-week half-hour program on WFAA-570 Dallas are (l to r): Alex Keese, WFAA mgr.; Earl Hayes, Earl Hayes Chevrolet Co., Dallas; Joe Reichman, bandleader, and Reuben Bradford, who will alternate three days a week with Mr. Reichman, and M. O. Rike, v. p. & mgr., Bozell & Jacobs Inc., Dallas, handling account.

book reviews....

BROADCASTING: RADIO AND TELEVISION by Henry L. Ewbank and Sherman P. Lawton. Harper & Bros., 49 E. 33d St., New York 16, N. Y.; 528 pp.; $4.50.

THIS BOOK, written in "non-technical" language "primarily for college students and program staff members of radio and television stations," is in textbook style with reading lists, exercises and assignments after each chapter. Book includes a basic bibliography and glossary.

In four parts, the book first discusses broadcasting history and background, "in the public interest," mechanics, government and "non-government" controls.

Second part, on program planning, describes program types and audience building. The third, on preparing the program, gives samples of talks and interviews, conversations and discussions, documentary, actuality and dramatized discussions, adaptations, original plays, variety and audience participation shows, news and sports as well as programs for specific audiences, continuity, titles and commercial copy.

Fourth part instructs on direction of radio and TV programs, use of the voice, evaluation of programs and effects of listening.

Dr. Ewbank is chairman of the U. of Wisconsin Radio Committee, and of the State Radio Council, which operates WHA Madison and WLBL Auburndale, and is in charge of an eight-station FM network. Dr. Lawton is professor of radio and coordinator of broadcasting instruction at the U. of Oklahoma.

* * *

THE ASCAP Biographical Dictionary of Composers, Authors & Publishers, edited by Daniel I. McNamara. Thomas Y. Crowell Co., 423 Fourth Ave., New York 16, N. Y.; 636 pp.; $5.

SECOND EDITION of this musical reference work devotes most of its pages to thumbnail biographies of the creators of popular songs who comprise ASCAP's membership. Appended lists of members by place of birth, date of birth and residence should prove time-saving to continuity writers preparing special musical salutes to dates, months or places. Another appendix lists publisher members. ASCAP's organization and operation are succinctly described in a preface by the book's editor, ASCAP's director of public relations.

* * *

ADVERTISING TERMINOLOGY by L. Victor Grohmann. Needham & Grohmann Inc., 30 Rockefeller Plaza, New York 20, N. Y.; 86 pp.; $1.

PRIVATELY printed by Mr. Grohmann "as a service and token of gratitude to the field of advertising," this book defines 600 terms used in advertising in five divisions: art, general, media, production and radio and television, plus listings of initials and names of associations in advertising and proofreader's marks.

* * *

TELEVISION, THE MAGIC WINDOW, by Frank Denman. The MacMillan Co., 60 Fifth Ave., New York, N. Y.; 60 pp.; $2.

TELEVISION is traced from its earliest beginnings in terms easily understood by any junior high school pupil in this book by Frank Denman, an advertising executive. It is an excellent book for children interested in the scientific aspects of how television operates. Perhaps its chief value to professional telecasters, is that it would be perfect gift for any uninitiated who wants to know, "What makes television run?"

VAB Meet Is Set

FCC Comr. Rosel H. Hyde and NARTB President Harold E. Fellows headline the list of speakers slated for the annual meeting of the Virginia Assn. of Broadcasters to be held June 26-27 at the Chamberlin Hotel, Fort Monroe, Va. Among other speakers are George C. Davis, Washington consulting engineer; Ben Strouse, manager, WWDC-AM-FM Washington, and Joseph L. Brechner, manager, WGAY, Silver Spring, Md.

Bavarian Set Output

GRUNDIG-RADIOWERKE, German radio receiver manufacturer, last week at its plant at Fuerth, Bavaria, announced that it had produced a million radio receiving sets since the war. The company, which resumed production in 1946 with only 40 workers, now claims to be the largest and most modern manufacturer in Europe. It was reported also that the West Germany radio market should remain active because 30% of the West German population still is without radio sets, and some 6-7 million radio listeners have no FM receivers.

Scrubber Harris

IN A BROADCAST, Jack Harris, announcer for *Tello Test*, Walter Schwimmer Productions' giveaway, on KGCU Mandan, N. D., offered to do the family laundry for the housewife identifying, the person "whose last words were 'so little done, so much to do'." Woman who came up with the winning answer, which was "Cecil John Rhodes," was laundress for the State Training School in Mandan. Mr. Harris had a scrubbing day for the benefit of 300 inmates. His comment: "So little done, so much to do."

JUNE 16, 1952

TELECASTING

TOTAL AVERAGE PROGRAM RATINGS*	
STATION	RATING
A	15.3
B	12.9
WABD	6.9
D	3.8
E	3.0
F	2.2
G	2.2

MORE PROOF THAT
NEW YORK'S BEST TELEVISION BUY IS

WABD

Channel 5

Yes, WABD ranks a strong third among all New York stations in average program ratings. Yet, WABD's rates are much lower than those of other New York network stations.

No wonder so many advertisers are turning to WABD for the top television advertising value in New York.

NEW YORK
Key Station of the
DU MONT
TELEVISION NETWORK
515 Madison Avenue, New York 22, N. Y.
MU 8-2600
A Division of The Allen B. Du Mont Laboratories, Inc.

*Nielsen, New York—4 weeks ending April 12, 1952 (Mon.-Sat. 7:00 P.M.-Mid.) (Sun. 9:00 A.M.-Mid.)

Los Angeles

KTLA CHANNEL 5

the leading station in

America's second

television market

First in

...Coverage
...Programming
...Public Service
...Audience

KTLA
Paramount Television Productions Inc.

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700

PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

TELECASTING

JUNE 16, 1952

SIXTH REPORT IN COURT

Five Stations File Appeals

THE SIXTH REPORT and Order —FCC's final TV allocation plan which lifted the TV freeze—was taken to court last week by five applicants on appeals protesting their respective city channel assignments but which may have broad import affecting the entire allocation plan.

The first protest, presented to the U. S. Court of Appeals, Third Circuit, Philadelphia, was filed by WWSW Pittsburgh [B•T, June 9]. It challenges FCC's failure to allocate VHF Channel 4 to the Pittsburgh metropolitan area because the Pittsburgh area site (Braddock, Pa.) would be a fraction of a mile less than the 170 miles required for co-channel spacing from WLWC (TV) Columbus, Ohio. Latter is to switch to Channel 4 under the Sixth Report.

The WWSW appeal, filed by Paul Segal, Washington radio-TV attorney, complains only of the Channel 4 situation at Pittsburgh and is not intended to challenge basic legality of the Sixth Report. Certain legal observers, however, contend the WWSW protest does raise issues fundamental to the lawfulness of the Sixth Report. Opinion on this point was mixed among Washington practitioners last week.

Filed by Scharfeld

The four other appeals, filed by the Washington law office of Arthur Scharfeld, were presented to the U. S. Court of Appeals for the District of Columbia in behalf of WLOA Braddock, Pa.; KVOL Lafayette, La.; WISC Madison, Wis., and WLAN Lancaster, Pa. The WLOA complaint also protested legality of the failure to allocate Channel 4 in the Pittsburgh metropolitan area.

Although these four appeals protest specific allocation rulings, observers note certain of the appeal arguments, particularly that of KVOL, have direct relation to allocations throughout the U.S. and challenge basic premises of the Sixth Report.

At the same time, it was learned additional petitions for reconsideration of provisions of the Sixth Report are in preparation by Washington attorneys and are expected to be filed this week. June 23, next Monday, is considered the last day on which such petitions can be presented to the FCC under its 30-day rule. The Sixth Report became effective June 2 upon publication in the *Federal Register*.

Further protest of the Sixth Report is understood to be developing within the Federal Communications Bar Assn. Last Wednesday, the FCBA Practice and Procedure Committee voted to recommend that the association's Executive Committee present to the entire membership the consideration of a petition to FCC for review of the Sixth Report provision which precludes applications where no channels have been allocated.

The majority of the Practice and Procedure Committee indicated the Sixth Report illegally deprives applicants of a hearing under Sec. 309(a) of the Communications Act in instances where they apply for channels not in the assignment table. They held this policy unnecessarily will preclude service to many areas of the country.

The recommendation is to be considered tonight (Monday) by a special meeting of the FCBA Executive Committee. It was called by Mr. Scharfeld, FCBA president.

On Friday, Comr. George E. Sterling was to defend the Sixth Report and specifically answer its major critics, including Comr. Robert F. Jones [B•T, May 26]. Comr. Sterling was scheduled to address the Maryland-D.C. Broadcasters Assn. (see story, page 32).

All of the appeals tendered last week to the courts were filed under the terms of the Hobbs Act of 1950 which replaces certain provisions of Sec. 402(a) of the Communications Act. Formerly, Sec. 402(a) set no time limit after an FCC ruling became effective within which appeal of that order might be made. The Hobbs Act puts a 60-day limit on such appeals.

Segal Appeal to Court

Mr. Segal's WWSW appeal was taken directly to the court and no petition for reconsideration was filed first with the Commission. This is allowed under the Hobbs Act.

Although Mr. Scharfeld has petitions for reconsideration in his four cases pending before the Commission at this time, he filed the court appeals as a tactical measure to prevent losing the right to appeal under the 60-day limit of the Hobbs Act. It was pointed out that the courts have not determined whether the filing of a petition for reconsideration with FCC automatically "tolls" the deadline for filing of an appeal until after FCC acts on the petition to reconsider.

The WWSW appeal was filed in Philadelphia on Wednesday. The appeals of the other four stations were filed in Washington on Thursday and Friday.

Regarding FCC's final allocation of VHF Channels 2, 11 and reserved 13 and UHF Channels 16, 47 and 53 to Pittsburgh, WWSW there contends the allocation "is on its face so inadequate as to constitute error in law and abuse of discretion.

"The FCC thereby has failed to perform its statutory duties: To provide an efficient nation-wide service with adequate facilities; to make proper regulations to prevent interference between stations; to encourage the larger and more effective use of radio in the public interest; to establish areas and zones to be served by stations; to make such distribution of licenses, frequencies and hours of operation, and of power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same; and has placed itself in such a position that it has abnegated all discretion and is unable to consider the standard of 'public interest, convenience or necessity' in passing upon applica-

(Continued on page 82)

ABC-UPT MERGER

CBS Supports Severance

CBS came to the support of a competitive network, ABC—in the interest of bolstering network competition—when it petitioned FCC last week to sever the proposed merger of ABC and United Paramount Theatres Inc. from the overall Paramount hearing (see story page 68).

DuMont, however, failed to share to share CBS' view and filed a petition opposing the severance.

CBS asked the Commission for prompt approval of the merger and for grant of the contingent sale of WBKB (TV) Chicago from Paramount's Balaban & Katz to CBS for $6 million. ABC-UPT on June 6 filed the joint petition for severance and grant which CBS now supports [B•T, June 9].

Favorable action on the proposed merger is hoped for by August in order that network operations respecting the fall business line-up will be strengthened. Schedules for fall programs begin to finalize during that month, it was noted. The competitive status of ABC as well as its owned stations and affiliates, both radio and TV, was held to depend on prompt action.

In addition, both CBS and Balaban & Katz last week filed oppositions to the earlier protest of Zenith Radio Corp. with respect to the status of Channel 2 at Chicago, the facility to which WBKB would be switched, from its present Channel 4, under terms of the Commission's Sixth Report which finalized allocations and lifted the TV freeze.

Zenith holds that FCC legally cannot prejudge the assignment of Channel 2 to WBKB through the use of the show cause order and must afford all applicants there the opportunity to compete equally in a comparative hearing. In its petition supporting the ABC-UPT request, CBS told the Commission it "believes that granting the relief sought by ABC-UPT would be in the public interest. Based on its own experience in, and knowledge of, the business and economics of the industry, CBS believes that the extended additional delay which, absent severance, appears to be inevitable in the final disposition of the entire proceedings will adversely affect not only ABC but will, as ABC and UPT state, tend to frustrate the statutory objective of achieving nation-wide competitive networking."

The petition added, concerning the contingent WBKB sale, that "while the hardship upon [CBS] attendant on further delay is not comparable, either in kind or degree, with the hardship on ABC, nevertheless, a considerable finan-

(Continued on page 76)

HIGH TV RATES

Cited at AFA Meet

By BRUCE ROBERTSON

CHARGE that television is pricing itself out of the reach of American advertisers was vigorously debated Wednesday morning during a panel discussion of the significance of the "TV thaw" to advertisers, agencies, station and network operators.

The panel was part of a morning session on television held as part of the 48th annual convention of the Advertising Federation of America at New York's Waldorf-Astoria Hotel June 8-11. (Also see stories below and on page 30.)

Henry Schachte, advertising director of Borden Co., opened the attack on TV's price structure by pointing out that "today a television show with a modest talent budget and a line-up of about 30 stations costs around $1.5 million." When new stations are added and a TV network will comprise 150 to 200 stations, the sponsor's annual cost will rise to more than $2 million, he said, pointing out that during 1951 only 67 advertisers spent as much as that amount for all media except newspapers "and that total does not include radio or TV talent charges."

He said each TV network has 56 half-hour evening periods a week for sale, but said that even if there were only two networks and if the top 11 advertisers (those spending more than $10 million a year in all media) were to sponsor two network programs apiece, with the top five advertisers sponsoring three each, this still would account for only 83 sponsored evening half-hours on TV.

Speaking for the broadcasters, J. Leonard Reinsch, managing director of the Cox radio and TV stations, reviewed the inevitable delays before new TV stations will begin operations, with hearings certain in every major market and with the FCC staff able to handle only about 50 cases a year.

May Be Years Yet

"In hotly-contested markets it may be three or four or even five years before new TV stations are licensed," he said. Educational channels not applied for within the next year may be thrown into the commercial station picture, complicating things further, he noted.

When stations do go on the air, they must adopt pricing policies that will enable the advertiser to use television profitably, Mr. Reinsch said, estimating that VHF stations in new TV markets probably will start with base rates of about $200 and UHF stations with base rates of about $150, increasing them with the TV audience.

The anticipated slow increase in TV markets is a good thing from the advertising agency viewpoint, Charles E. Midgely Jr., manager of broadcast media for Ted Bates Inc., reported, because "a heaping platter of 2,000 new TV stations would be a huge portion to digest all at once." If by April 1953 10 new TV markets have been opened up, he said, they probably will be added to the current network program lists by advertisers.

Echoing Mr. Schachte's views, Mr. Midgely declared: "There is a very real danger of TV pricing itself out of all consideration. At a current rate of $52,000 gross for a nighttime hour on 63 stations, what will the cost for a network of 150 stations be? Somewhere along the line the whole philosophy of pricing TV must undergo a complete revision, and I think that it will."

Concluding the panel discussion of the effects of the "TV thaw," Fred M. Thrower, CBS-TV vice president, discounted the arguments that TV is pricing itself out of business. "Costs have increased, it's true," he said, "but our critics always seem to forget that television's rising costs are accompanied by tremendous increases in value received.

"Actually, television has become a better buy each year," Mr. Thrower stated. Since 1949, he said, CBS-TV Network time costs have increased about eight times, but TV circulation increased 18 times, resulting in a decreased cost per thousand TV homes from $3.45 in January 1949 to $1.74 in June 1952.

Mr. Thrower reported that comparison of the advertising budgets of the 60 leading food and drug firms for 1950 and 1951 showed 80% with increased budgets in 1951 over 1950. "However," he noted, "42% cut magazines, 61% cut newspaper supplements, 72% cut radio and 98% added to their TV appropriations."

With national television expenditures for the first three months of 1952 running about 75% ahead of last year, "we can expect TV to account for about $850 million this year—or about 10% of the total money spent for all advertising media," he said.

Raymond F. Guy, NBC manager of radio and allocations engineering, in a talk on "Taking the Mystery Out of UHF" explained that from a performance viewpoint, "the difference lies in the way in which these waves scatter and bend as they carry the television message from the transmitting point to the receiving point. . . . UHF . . . does not bend and fill in behind objects as well as VHF . . . now in use."

Mr. Guy reported that in using 300 ft. towers and maximum power, a VHF TV station on Channel 4 would cover an area of about 50 miles from the antenna, a VHF station on Channel 10 or 11 would get about 45 miles coverage and a UHF station about 40 miles. With antennas 1,000 feet high the Channel 4 station would reach 75 miles, the Channel 10 station 63 miles and the UHF station 59 miles, he said.

Improvement in both the manufacture of films for television and in their broadcast techniques has eliminated much of the former prejudice against TV film programs, George T. Shupert, vice president, Peerless Television, reported.

Quoting a Katz Agency study stating that "an advertiser can buy a group of 39 inter-connected station markets on a spot basis using a half-hour film program for 19% less than on a network basis," Mr. Shupert said that "comparatively few advertisers want or need national coverage. More want regional or local coverage. Limited advertising budgets handicap their desire to use television because most of them are bound to be dissatisfied with anything less than big-time entertainment. The solution seems to lie largely in sharing costs through local sponsorship of national shows or purchases of film on a spot basis."

Filmed demonstrations of a number of new camera techniques providing rainstorm effects, reflections on water, performers defying gravity by appearing upside down and the introduction of live actors into photographed scenery—all done electronically with actors performing on a dry studio stage—were supplied by CBS-TV. Walter Craig, Benton & Bowles vice president, also talked on "The Future of Live Television Production."

Eugene S. Thomas, vice president, George P. Hollingbery Co., presided at the morning TV session.

VIDEO'S STANDARD

Admen Must Aid—Fetzer

ADVERTISING must join the TV industry in raising video's standards, John E. Fetzer, chairman of the NARTB Television Code Review Board, told the 48th annual convention of the Advertising Federation of America. (See story this page.) Mr. Fetzer, also owner of the Fetzer radio-TV stations, urged the effort to preserve the American system of operation in the public interest.

Emphasizing the advertisers' responsibility in seeking proper program standards, Mr. Fetzer told the AFA: "Our system of free television will survive if people want it—and they will want it if it satisfies them."

While people are buying TV-advertised products, this "does not necessarily indicate that there is any real understanding of the system that advertised it," he said, adding that this means elimination of bad advertising practices and attention to "our vital responsibility toward the family group.

"Let the critics of advertising remember that it supplies the dollars without which we could not have a free television system," Mr. Fetzer said. "It's the advertiser who buys freedom for the viewer at the same time that he is buying time and talent."

Going into programming, he observed that "as the productivity of our nation has increased, millions of people are receiving incomes which have outrun their cultural development. It is a fact not to be denied that these people must be appealed to at their own intellectual level. It's a great enigma, but it entails probably the greatest opportunity for advertising and television today."

Program standards must not be judged "by the gate alone," Mr. Fetzer said. "We must go farther than the show concept alone. We must entertain, but so must we attempt to instruct, we must use the comedy, but so must we bow in supplication; we must dramatize, but so must we cover every important world event. In short, we must, with equal force, represent the best standards of the show business, the press, the educational institution, the church and the public forum.

MR. FETZER

"I cannot help but entertain the feeling that many times we lose our sense of perspective by relying so heavily upon mass program ratings."

Going into TV code problems, Mr. Fetzer recalled the successful operation of voluntary radio censorship during the war, when he was assistant director of censorship in charge of broadcasting. "I firmly believe that government program censorship can never occur without the consent of the American people," he said. "Therein lies our real court of appeal, as well as our ultimate source of confidence."

The Television Code Review Board believes in cooperation, he said, adding that the board recognizes "there is more than one way to do a thing right. That's why the code is subject to revision, based on operating experience."

television applications

Digest of Those Filed With FCC June 7 through June 12

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total*
Applications filed since April 14	49	25	75

* One applicant did not specify channel number.

ELEVEN applications for new television stations were received at the FCC last week, bringing to 75 the number of TV requests filed since the issuance of the Commission's Sixth Report and Order [B•T, April 14].

Four new and seven amended applications were submitted to the FCC. There were eight requests for VHF stations, while three applicants seek UHF facilities.

Three TV stations now on the air filed requests to change their channel, as required under the Sixth Report. There are 30 stations which have to change frequency. So far, 16 have applied for permission to do so. Most of those which have to change channels also are seeking higher power.

Nine of the 75 applications filed have been returned. However, two of these have already been resubmitted.

* * *

Listed by States

MONTGOMERY, Ala. — Southern Enterprises, UHF Ch. 20 (506-512 mc), ERP 19.8 kw visual; antenna height above average terrain 384 ft., above ground 340 ft. Estimated construction cost $165,722, first year operating cost $70,000, revenue $195,000. Studio and transmitter 330 Clayton St. 32° 22′ 23″ N. Lat., 86° 18′ 39″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer Raymond C. Watson Jr., Anniston, Ala. Principals include President **Dr. John Randolf Penton** (15%), physician; Vice President **Woodley C. Campbell** (10%), partner with Azar & Campbell, Montgomery law firm; Secretary-Treasurer **Charles A. Casmus Jr.** (12%), executive secretary of Montgomery Press & Radio Club; **Grace F. Casmus** (21%), assistant manager of Press & Radio Club; **Felix Robinson Jr.** (12%), announcer-writer-salesman at WMGY Montgomery; **Albert David Capeloto** (10%), ½ owner of David's Grill, Montgomery; **Dr. George Blue Penton** (10%), intern at Jefferson-Hillman Hospital, Birmingham, and **Dorothy Shafer Casmus** (6%), 85% owner of Candlelight Inn (business property rentals). Address: 330 Clayton St., Montgomery 5, Ala.

†LITTLE ROCK, Ark.—Arkansas Radio & Equipment Co., Ch. 4 (66-72 mc), ERP 100 kw visual; antenna height above average terrain 785 ft., above ground 559 ft. Estimated construction cost $729,682, first year operating cost $319,452, revenue $403,000. Studio and transmitter location 8425 Cantrell Road, 34° 46′ 05″ N. Lat., 92° 21′ 05″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dearman & Roberson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of KARK Little Rock. Principals include President **T. H. Barton** (80%), owner of The Barton Corp., engaged in purchase and sale of securities, owner of Real Properties Inc., chairman of board of Lion Oil Co. and owner of 98,000 shares of Lion Oil common stock and president and 10% owner of The Sonbar Corp. (oil and gas producer and real estate holding company); Vice President **T. K. Barton** (20%), owner of 30% of The Sonbar Corp. Address: 112-14 East Capitol Ave., Little Rock.

PUEBLO, Col.—Pueblo Radio Co., Ch. 3 (60-66 mc), ERP 10.58 kw visual; antenna height above average terrain 300 ft., above ground 505 ft. Estimated construction cost $167,000, first year operating cost $100,000, revenue $115,000. Studio and transmitter 3011 Elizabeth St., 38° 17′ 30″ N. Lat., 104° 36′ 40″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer J. B. Heffelfinger, Kansas City, Mo. Applicant is licensee of KDZA Pueblo. Principals include President **Dee B. Crouch** (16%), manager of KDZA; Vice President **Allen Pezoldt** (20%), Colorado Springs, Col., residence and business construction; Secretary-Treasurer **Zula Seaton** (52%), retired businesswoman, and Assistant Secretary-Treasurer **Nina Ulrich** (12%), owner of travel courts in Arkansas City, Kan. Address: 3011 Elizabeth, Pueblo, Col.

†MACON, Ga.—Southeastern Bcstg. Co., Ch. 13 (210-216 mc), ERP 306 kw visual; antenna height above average terrain 613 ft., above ground 555 ft. Estimated construction cost $345,500, first year operating cost $200,000, revenue $230,000. Studio and transmitter Clinton Road at Boulevard St., 32° 51′ 26″ N. Lat., 83° 36′ 57″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WMAZ-AM-FM Macon. Principals include President **George P. Rankin Jr.** (71%), chief engineer of WMAZ-AM-FM; Vice President **Wallace Miller** (3%), senior partner of Miller, Miller & Miller, Macon law firm; Secretary-Treasurer **Wilton E. Cobb** (23%), general manager of WMAZ-AM-FM, and **Mary S. Miller** (3%), wife of Wallace Miller. Address: 666 Cherry St., Macon, Ga.

†SAVANNAH, Ga.—WSAV Inc., Ch. 3 (60-66 mc), ERP 35 kw visual; antenna height above average terrain 369 ft., above ground 339 ft. Estimated construction cost $171,905, first year operating cost $120,000, revenue $144,000. Studio and transmitter Liberty Nat. Bank Bldg., corner of Bull and Broughton Sts., Savannah, 32° 04′ 44″ N. Lat., 81° 05′ 32″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Applicant is licensee of WSAV-AM-FM Savannah. Principals include President **Harben Daniel** (42.33%), general manager of WSAV-AM-FM; Vice President **Catherine M. Daniel** (10.66%), housewife; Secretary-Treasurer **Meredith E. Thompson** (0.66%), chief engineer WSAV-AM-FM; **William K. Jenkins** (19.83%), owner of 37½% of WMOG Brunswick, Ga., 16⅔% of WLAG LaGrange, Ga., and associated with Georgia Theatre Co., Atlanta; **Aaron Shelton** (6.66%), chief engineer WSM-TV Nashville, Tenn., and ⅓ owner of Castle Recording Co., Nashville, and First National Bank of Atlanta, Margaret C. Lucas and Fred G. Storey, as co-trustees U/W Arthur Lucas (19.83%). Address: Liberty National Bank Bldg., Bull and Broughton Sts., Savannah.

†PEORIA, Ill.—Peoria Bcstg. Co., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 995 ft., above ground 894 ft. Estimated construction cost $550,474, first year operating cost $320,000, revenue $400,000, Studio 212 S. Jefferson St. Transmitter 1 mi. South of Groveland, Ill., 40° 34′ 35″ N. Lat., 89° 32′ 03″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of WMBD-AM-FM Peoria. Principals include President and Treasurer **Charles C. Caley** (25%), general manager of WMBD-AM-FM and president and 25% owner of WDZ Decatur, Ill.; **Carl P. Slane** (12.6%), president of *Peoria Journal-Transcript* and *Morning Star;* **Frances P. Slane** (31.2%), director for *Peoria Journal-Transcript* and *Morning Star,* and **Elizabeth P. Talbott** (31.2%), director for *Peoria Journal-Transcript* and *Morning Star.* Address: 212 E. Jefferson St., Peoria 2, Ill.

†MUNCIE, Ind.—Tri City Radio Corp., UHF Ch. 49 (680-686 mc), ERP 17.4 kw visual; antenna height above average terrain 524 ft., above ground 542 ft. Estimated construction cost $196,952.87, first year operating cost $204,348.10, revenue $233,909. Studio and transmitter 1/5 mi. East of Jct. of State Rd. 21 and State Ds. 3 and 67,

(Continued on page 78)

BOOTH PLANS

To File for Five TV Outlets

PLAN to file for the legal limit of five TV stations at one time was revealed by Booth Radio & Television Stations Inc. last week.

The Michigan company expects to submit its applications to the FCC within a fortnight.

Booth Radio & Television is the licensee of WJLB-AM-FM Detroit, WBBC Flint and WSGW Saginaw, Mich.

Here are the cities and facilities sought:

Detroit, UHF Channel 62, ERP 224 kw visual, antenna height 467 ft. above average terrain.
Grand Rapids, UHF Channel 23, ERP 196 kw visual, antenna height 562 ft.
Lansing, UHF Channel 54, ERP 21.6 kw visual, antenna height 528 ft.
Flint, Channel 12, ERP 20 kw visual, antenna height 333 ft.
Bay City, Channel 5, ERP 79.44 kw visual, antenna height 271 ft.

Legal counsel for Booth is Pierson & Ball, Washington.

Booth Radio & Television is the second company to announce its intention of seeking a group of TV outlets around Detroit's perimeter. Last month, WJR Detroit said it would seek four stations near Detroit, one in Cleveland [B•T, May 5].

Forerunners of anticipated flood of applications from independent motion picture theatre interests also were disclosed last week when two large theatre chains announced their intentions of filing for facilities in the South. The Martin Theatres of Georgia Inc., operating exhibition houses in Georgia, Florida and the Carolinas, announced that it would file for UHF Channel 28 in Columbus, Ga. Almost simultaneously, Southern Television Inc., made up of a dozen stockholders including four identified with Independent Theatres Inc., announced it would file for Channel 12 at Chattanooga.

President of Martin Theatres of Georgia Inc. is E. D. Martin. He said that "for several years Martin Theatres has been giving careful consideration to the possibility of building, owning and operating a television station in Columbus. . . . All the talents of Martin Theatres —which for over a century has dealt exclusively with a moving, visual media of communication—will be utilized by the TV station."

Southern Television Inc. expects to file its application this week.

Moses Lebovitz is president of STI, and also is president of Independent Theatres Inc., which operates suburban and drive-in theatres in the Chattanooga area. STI vice president, Z. Carter Patten, is chairman of the board of the First Federal Savings & Loan Assn. and prominent in Chattanooga civic affairs. Other stockholders are Manuel Russ, president of Wesco Paving Co. and Chattanooga Rock Products Co.; John Martin, a building contractor; Burton Seagle, associated with Mr. Martin; Abe Solomon, chairman of the board of Independent Theatres; Joel Solomon, treasurer and general manager of Independent Theatres and president of Chattanooga Jaycees; Robert Lebovitz, secretary of Independent Theatres; Felix Diamond, in real estate and insurance business; W. C. Hudlow Jr., president and general manager of Arrow Transfer & Storage Co., and J. Homer Hardy, Chattanooga CPA.

Estimated construction cost will be more than $300,000, Mr. Lebovitz said. He also revealed that STI has completed negotiations with the International Ladies Garment Workers Union for option to buy the former building and grounds of its FM station on Walden's Ridge. Studios would be located in downtown Chattanooga.

Mr. Lebovitz said "the only thing we need is the 'go ahead' signal from the FCC." He hopes that the station will be on the air in time to telecast the results of the national elections.

Applications for both Martin Theatres of Georgia and Southern Television Inc. will be filed by the Washington law firm of Cohn & Marks.

ABC-UPT Merger

(Continued from page 73)

cial loss to CBS accumulates daily. As established at the hearings, the annual rate of profit of WBKB is substantially in excess of $1,500,000; such profit is, of course, permanently lost to CBS for the period during which the application for assignment remains pending. Further, during such period, not only economic resources, but other benefits necessary to competitive network equality, are lost to CBS. And the uncertainty for so long a period makes proper long-range planning difficult."

The Paramount hearing, in addition to the proposal for merger of ABC-UPT and sale of WBKB to CBS, involves the license application of Paramount Television Productions Inc. for KTLA (TV) Los Angeles; the license and renewal of license applications of Allen B. DuMont Labs. for WTTG (TV) Washington, WDTV (TV) Pittsburgh and WABD (TV) New York; the license and renewal of license applications of Balaban & Katz for WBKB and WBIK (FM) Chicago; applications of Paramount Pictures Inc. for consent to transfer control of Paramount Television Productions Inc. and Allen B. DuMont Labs. to Paramount Pictures Corp.; application for transfer of control of Balaban & Katz from Paramount Pictures Inc. to United Paramount Theatres, and application of Paramount Pictures Inc. and E. V. Richards Jr. for transfer of control of WSMB Inc., licensee of WSMB New Orleans, to United Paramount Theatres Inc.

The ABC-UPT petition contended that "the consolidation of the several applications involved in this proceeding . . . was ordered by the Commission not because of legal necessity or requirements but as a matter of convenience."

The petition asserted that "none of said applications are mutually exclusive or competitive in the sense of requiring contemporaneous or comparative hearings but merely involve, in differing degree, the same or similar questions of fact and law."

The petition observed that the hearing to date has consumed 78 days of testimony covering 11,200 pages of transcript and 700 exhibits, many quite detailed, and "more than 75%" of the record pertains to history of the motion picture anti - trust proceedings by Justice Dept.

The petition concluded that all evidence which is material to the proposed merger of ABC-UPT and sale of WBKB "has now been taken and that such evidence establishes an adequate and proper basis for an initial and final decision on said applications."

The petition asserted that the evidence pertaining to all other applications involved in the hearing "cannot be completed for a matter of many weeks, or even months."

ABC "is now and for the foreseeable future will continue to be in need of capital, not only for the purpose of meeting its normal and ever-increasing operation expenses, but to improve its program service and to establish and maintain additions to its plant and equipment necessary for its continued effective operation."

Ample precedent exists for approving the transfer of WBKB to CBS, the petition pointed out. FCC approved the sale of KFWB Los Angeles by Warner Bros. Pictures to KFWB Broadcasting Corp., the petition noted, even though KFWB was then on temporary license because of anti-trust violations described in the government's major movie case. Similarly, FCC renewed the licenses of the Richards' stations (WJR Detroit, WGAR Cleveland and KMPC Hollywood) and approved their involuntary transfer to new owners, the petition observed, without first determining that G. A. (Dick) Richards would have been entitled to renewal of the licenses if he had not died. This was done over the protests of the Commission's own General Counsel and chief of its Broadcast Bureau, the petition noted.

In its opposition to the severance, DuMont told the Commission that "earlier in this case" it petitioned FCC to sever its applications, noting "the Commission did not grant that petition. The failure of the Commission to separate the DuMont applications signified as a practical matter the relationship of a television network to motion picture company derived from Paramount Pictures Inc. would be studied in the light of all the issues of the consolidated proceeding."

Cites Sec. 1.724

Observing that FCC's rules (Sec. 1.724(a)) permit the Commission to consolidate relative cases, DuMont's petition stated "it follows that the Commission considered the issues evolved from the proposed merger to be interwoven with the problems arising from the original transfers of licenses from Paramount Pictures Inc. to Picture Co. and the Theatre Co. pursuant to the consent decree" terminating the Justice Dept. movie anti-trust case.

"The integration of all the applications into the 'same cause' became apparent after the failure of the Commission to grant the DuMont petition for severance," the petition argued.

Noting ABC emphasizes its need for capital to operate its network, the DuMont petition commented that "the need of ABC does not exceed the requirements of other parties to this proceeding. This record clearly demonstrates the competitive disadvantage under which the DuMont network finds itself because of its inability to own and operate five television stations. The effective operation of DuMont as a national television network also depends on an expeditious decision in this case."

Balaban & Katz, in reply to the Zenith petition, held that Zenith's position in the proceeding was untimely and that its petition has no substantative basis to warrant a grant of its requests. Balaban & Katz explained that the Chicago allocation as finalized was proposed in the Third Report, comments to which were due June 11, 1951. WBKB agreed to the proposed change to Channel 2 in May 1951, the petition recalled, but Zenith did not ask for declaratory ruling respecting the status of Channel 2 until July 24 of that year.

The change of assignment of WBKB, as in the case of 30 other stations, the WBKB petition pointed out, was directed by the Commission by show cause order pursuant to the provisions of Secs. 303(f) and 312(b) of the Communications Act as an integral part of the total allocation plan, to reduce interference, and to provide for the maximum utilization of channels. The petition continued to explain that "there is no requirement for comparative hearings between applicants and existing stations effectuated by show cause proceedings instituted by the Commission as part of this proceeding."

Neither Sec. 309(a) of the Communications Act nor the *Ashbacker* case requires such procedure, the petition asserted.

MEDICAL VIDEO

Ulcer Operation Telecast

COMMERCIAL television made medical history in Chicago Tuesday night as a 60-year-old patient suffering from an ulcer for 34 years went under the knife at Wesley Memorial Hospital before viewers from coast to coast.

For the first time, the American Medical Assn., meeting in convention at Chicago for four days, permitted telecasting of two half-hour live programs. Time was bought by Smith, Kline & French, pharmaceutical laboratory in Philadelphia.

The ulcer operation was featured Tuesday night from 8:30 to 9 p.m. CDT, followed Wednesday evening, 9 to 9:30 CDT, by a symposium on the latest developments in group therapy for the overweight, military medicine, with the showing of a new portable anesthesia unit.

Dr. Roy K. Marshall, WFIL-AM-TV Philadelphia, was narrator, with Ad Schneider, NBC-TV New York, as producer and Don Meier, of the network's Chicago staff, as director. The second demonstration originated at Navy Pier, where 14,000 physicians met for their 101st annual convention.

TV-UNLIMITED

Offers European Facilities

TV-UNLIMITED Inc., newly organized and incorporated in New York, will replace the Broadcasting Program Service, President Herbert Rosen, announced last week.

Firm will specialize in the production of low-cost and syndicated television shows, and will work through its established European affiliates in conjunction with American producers and agencies interested in utilizing production facilities abroad, Mr. Rosen said.

KTTV (TV) BACKED

On 'Unscheduled' Events

GENERAL Petroleum Corp., Los Angeles, (Mobilgas dealers) through West-Marquis Inc., that city, has signed with KTTV (TV) Los Angeles to sponsor all future "unscheduled" local special events telecast by the station.

The TV contract, believed to be the first of its kind, is on an "open" basis. Under well-defined terms, "unscheduled" events are "newsworthy" and "of great timely interest to the public and the presentation of which is a service to the community." No limits are placed on the number of events or extent of coverage. Financial arrangements depend on activity and start with a base minimum of $75,000 annually, according to Richard A. Moore, station vice president and general manager, who described the plan as "a broadcaster's dream come true." Contract provisions give KTTV a "roving commission" to develop to the maximum, TV's capacity for rendering public service by on-the-spot reporting of events, he said.

WAGES SUIT

WICU Denies Charges

SUIT to recover $5,144.50 in "overtime" wages allegedly due three former employes of WICU (TV) Erie, Pa., brought an answer from Herbert S. Stewart, WICU general manager, that "employes, past and present, have been paid for all overtime work."

Mr. Stewart said that, "According to records, employes are paid for all hours submitted on weekly time card."

William Hargadine Jr., region director, U. S. Dept. of Labor's Wage & Hour and Public Contracts Div., announced last month that the suit had been filed in Federal District Court.

The suit was filed on behalf of Alan G. Payne, production man; Samuel J. Anderson, announcer-traffic manager, and Donald H. Goldberger, camera and film man, who seek to recover back wages allegedly due them for overtime. As a result of an investigation supervised by Mr. Hargadine, a civil complaint charging Dispatch Inc., station owner, with violations of the Fair Labor Standards Act was originally filed in November 1951. Disposition of this complaint still is pending. Mr. Stewart had denied the charges.

ADDITION of KNBH (TV) Los Angeles and KRON (TV) San Francisco makes a total of 26 markets carrying United Television Programs' *Double Play with Durocher and Day*, quarter-hour film package starring Laraine Day and Leo Durocher. California State Tire Dealers, through Paul Castleman agency, S. F., will sponsor show on KRON.

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Specialists in production consultation, film purchasing, commercial film, balop card and slide preparation.	Specialists in all phases of new station planning, both VHF and UHF.

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550 - K.C.
John A. Kennedy, owner
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Represented by The Branham Co.

Eleven New TV Applications

(Continued from page 75)

South of Muncie, 40° 09′ 01″ N. Lat., 85° 22′ 45″ W. Long. Transmitter RCA, antenna RCA. Legal counsel John H. Midlen, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WLBC and WMUN (FM) Muncie. Principals include President and Treasurer **Donald A. Burton** (51%), general manager of WLBC and WMUN (FM), and Vice President **William F. Craig** (46.5%), commercial manager of WLBC and WMUN (FM). Address: 420 Alden Road, Muncie.

† **ALEXANDRIA, La. — Alexandria Bcstg. Co.,** Ch. 5 (76-82 mc), ERP 60 kw visual; antenna height above average terrain 552 ft., above ground 583 ft. Estimated construction cost $231,480, first year operating cost $150,000, revenue $250,000. Studio 6th and Washington. Transmitter 1 mi. S.E. of Pineville, La., corporation limits, 31° 18′ 22.2″ N. Lat., 92° 24′ 56.4″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of KALB-AM-FM Alexandria. Principals include President **W. H. Allen** (52%); Vice President **Grove Stafford** (0.8%), partner with Stafford & Pitts, Alexandria law firm, and Secretary-Treasurer **T. B. Lanford** (47.2%), 50% owner of KRRV Sherman, Tex., 23% owner of WSLI Jackson, Miss., 48% owner of KRMD Shreveport, La., ⅓ owner of KPLC Lake Charles, La., ½ owner of D & L Co. (real estate), Shreveport, ½ owner of Cullom-Walker Inc. (Packard Motor Car distributing company), Texarkana, Tex., and 37½% interest in Louzan Lumber & Supply Co., Shreveport. Address: 6th and Washington Streets, Alexandria, La.

TACOMA, Wash.—KMO Inc., Ch. 13 (210-216 mc), ERP 114 kw visual; antenna height above average terrain 554 2/5 ft., above ground 400 ft. Estimated construction cost $341,945, first year operating cost $240,000, revenue $250,000. Studio location to be determined. Transmitter Dash Point, 47° 18′ 20″ N. Lat., 122° 24′ 56″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include **Carl E. Haymond** (93.3%), principal owner of KMO and KIT Yakima, owner of Foster Freeze Stores, Nos. 5 and 118, Long Beach, Calif., and owner of Hot Dog Show, Long Beach, Calif., and Vice President **Carl D. Haymond** (6.7%). Address: 914½ Broadway, P. O. Box 1651, Tacoma, Wash.

TACOMA, Wash.—Tribune Publishing Co., Ch. 11 (198-204 mc), ERP 30.07 kw visual; antenna height above average terrain 449½ ft., above ground 287 ft. Estimated construction cost $188,000, first year operating cost $75,000, revenue $100,000. Studio and transmitter 1701 S. 11th St., 47° 15′ 06″ N. Lat., 122° 27′ 34″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Alvin H. Barnard, Portland, Ore. Applicant is license of KTNT (FM) Tacoma and permittee of new Tacoma AM station. Principals of Tribune Publishing Co., owner of *Tacoma News Tribune*, include President **Frank S. Baker** (62.6%); Vice President **Elbert H. Baker II**; Treasurer **George F. Russell**; Secretary **Charles B. Welch**; **Alton F. Baker** (12.46%), president and 63½% owner of *Eugene* (Ore.) *Register-Guard* and KERG Eugene; **Elbert H. Baker Jr.** (12.46%), president of Locke Machine Co., Cleveland, Ohio, and **Louise B. Hastings** (12.46%), widow. Address: 711 St. Helens Ave., Tacoma 1, Wash.

† **FAIRMONT, W. Va.—Fairmont Bcstg. Co.,** UHF Ch. 35 (596-602 mc), ERP 17.4 kw visual; antenna height above average terrain 237 ft., above ground 222 ft. Estimated construction cost $100,580, first year operating cost $40,000, revenue $50,000. Studio and transmitter location Leonard Ave., 39° 28′ 19″ N. Lat., 80° 08′ 27″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WVVW and WJPB (FM) Fairmont. Principals include President and Treasurer **J. P. Beacom** (96%), and Vice President **Jennings Randolph** (4%). Address: 119 Fairmont Ave., Fairmont, W. Va.

Existing Stations
Change in Channels

(The following stations request change in frequency as required under provisions of FCC Sixth Report & Order [B•T, April 14].)

WOOD-TV GRAND RAPIDS, Mich. —Grandwood Bcstg. Co., Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 1,000 ft. Change *from* Ch. 7 (174-180 mc), ERP 19.7 kw visual.

WJAC-TV JOHNSTOWN, Pa. — WJAC Inc., Ch. 6 (82-88 mc), ERP 70 kw visual; antenna height above average terrain 1,123 4/5 ft., above ground 174½ ft. Estimated cost of change $138,030. Transmitter RCA. Change *from* Ch. 13 (210-216 mc), ERP 6.5 kw visual.

WJAR (TV) PROVIDENCE, R. I.— The Outlet Co., Ch. 10 (192-198 mc), ERP 316 kw visual; antenna height above average terrain 601 ft., above ground 523½ ft. Estimated cost of change $260,000. Transmitter RCA. Change *from* Ch. 11 (198-204 mc), ERP 30 kw visual.

Application Returned

SALISBURY, Md.—The Peninsula Bcstg. Co. (WBOC). Returned to attorney; obsolete forms and incomplete.

PROFIT PATTERN
Textbook in Preparation

TEXTBOOK titled "Pattern for TV Profit" is being prepared for the guidance of executive, engineering and operational staffs of new VHF and UHF television stations by five leading AM and TV engineers. Book is slated for publication in the fall.

Text has chapters on FCC functions, space requirements, layout, operating efficiency, air conditioning and installation plans for all-size stations. Charts and diagrams are included for each subject.

Five engineers who collaborated on the book are A. B. Chamberlain, CBS; Raymond Guy, NBC; Rodney D. Chipp, DuMont; Frank Marx, ABC, and Thomas E. Howard, chief engineer, WPIX (TV) New York.

JETT SELECTS
CBS-TV Interim G

E. K. (JACK) JETT, vice pr dent and general manager, WM TV Baltimore, last Thursday m four other managers of CBS basic affiliates to serve with h self as an Interim Commit pending the organization of permanent CBS-TV Affiliates A visory Board, whose members be elected by the CBS-TV affili themselves.

Purpose of the Interim Comm tee—as well as of the perma board when it is established—i be "to better acquaint the operating and policy executives the CBS Television Network wi the problems faced by affiliate and also to make it possible CBS-TV officials to share and he with problems peculiar to indi dual stations."

Chosen on the basis of provid good geographical representati as the advisory board will do, mem bers of the Interim Committee, addition to Mr. Jett, are: Philip Lasky, general manager, KP (TV) San Francisco; Clyde Rembert, general manager, KRL TV Dallas; James C. Hanrah vice president and general ma ager, WEWS(TV) Cleveland; Gl Marshall Jr., general manag WMBR-TV Jacksonville, Fla.

Plans for setting up the perma nent advisory board call for division of the country into number of regional districts corre ponding roughly with the CBS-T network's operational plan. Affil ated CBS-TV stations in each di trict would elect a representativ to serve on the board each ye the board to meet several times year with officials of the network.

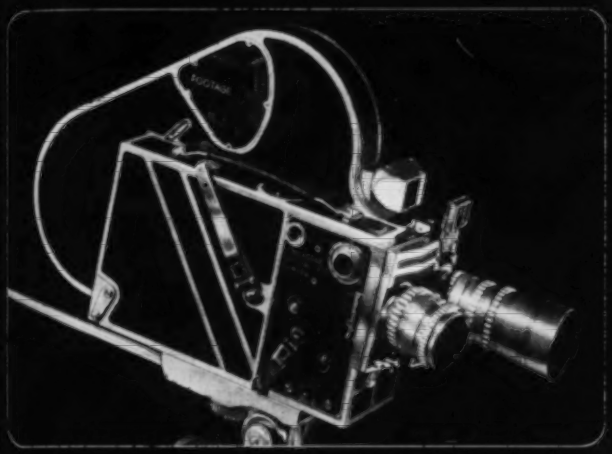
To accept a place on the interi committee, Mr. Marshall has re signed as District 4 representativ on the Columbia Affiliates Ad visory Board, nine-man affiliate consultant group which formerl handled both radio and TV matter but now presumably will confin itself to problems of the affiliates o the CBS network. An election i now being conducted in District for a successor to Mr. Marshall.

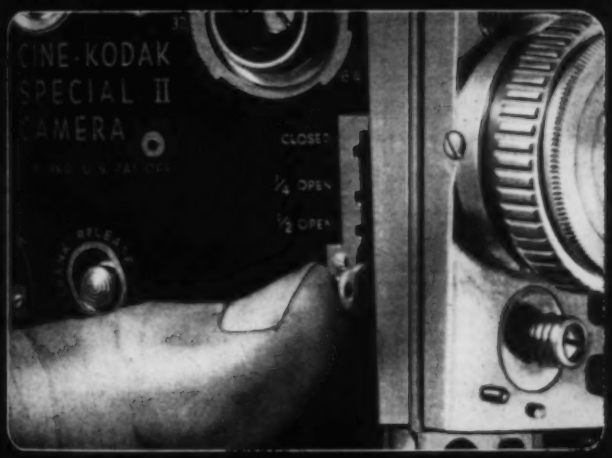
EADEH APPOINTED
To DuMont Research Po

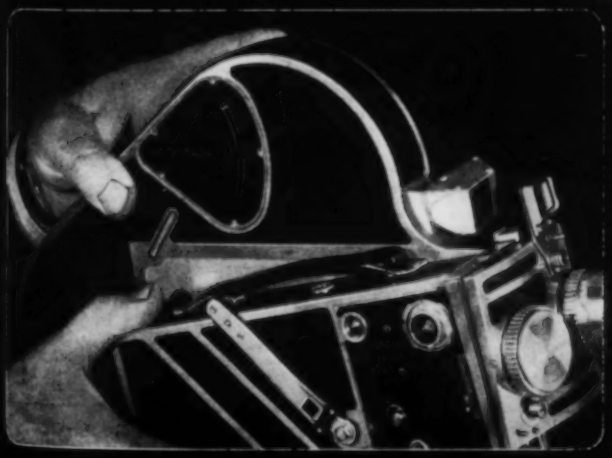
EDWARD R. EADEH, for th past five years director of cove age and market research at AB has been named manager of th research depar ment of the Du Mont Televisio Network, Ge eral Manage Chris J. Witti announced Thur day. He succeed Melvin A. Gol berg, who ha been granted leave of absen in order to jo the U. S. Department of State.

Mr. Eadeh

Tops for TV







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One minute you're filming a commercial in a studio . . . the next you're shooting an on-the-spot news event. Television calls for a camera that's versatile enough for every assignment, yet easily portable. That's why a great number of America's television stations use the Cine-Kodak Special II Camera. No other easily portable 16mm. camera gives you so many special features!

- It's the only 16mm. camera with a *true* reflex finder. Focusing and framing are fast and accurate through the lens—without rack-over. You *know* your scenes are sharp and on target.
- The variable shutter (shown center left) gives you unusual command of exposure and depth of field.
- Multiple film chambers (shown left below) come in 100- and 200-foot sizes, allow extra film chambers to be threaded ahead of time, ready for emergency use.
- The basic twin-turret camera comes complete with one of Kodak's truly superb Ektar Lenses, finest ever made for 16mm. cameras.
- It accepts either single- or double-perforated film.
- Fades, dissolves, mask shots, double and multiple exposures, montages, and stop-motion effects—all can be made with the basic camera. No need to resort to special laboratory work. The film is set to show as soon as it's processed!

These are a few of the "Special II's" highlights. Let your nearest Kodak dealer give you the full story—or mail us the coupon below.

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TV Color Schemes Are Explained

(Report 220)

NEW reference book for artists, scenic and costume designers explaining relative hues of 200 colors for use in black-and-white television has been prepared for NBC television by Albert W. Protzman, NBC-TV technical production director, and Cliff Stiegelbauer, network supervisor of design. Text was edited by Robert J. Wade, NBC executive coordinator of production development.

"The whole point of this guide is to tell designers not what to do but what to avoid," Mr. Wade explained. "Whereas an easel painter can use his eye to judge, the eye isn't sufficient in television. No designer has an opportunity to test 200 different gradations of color."

In order to avoid last-minute—and often expensive—changes in scenery, drapes or costumes, the book offers the "NBC comparative gray color chart." An arrangement of calibrated color-aid and Munsell neutral gray scale swatches, the chart provides a quick method of determining the gray scale equivalent of any desired color. If chart is to be used properly, spokesmen added, texture and surface of materials must also be considered.

* * *

Walcott-Charles Bout Rates 56.9 in New York

JOE WALCOTT - Ezzard Charles fight on NBC-TV June 5 received a TV-home Hooperating in metropolitan New York of 56.9, and an 85.7 share of TV audience. Sets-in-use during the telecast was 66.4, according to figures released last week by C. E. Hooper Inc., New York.

* * *

Growth of 14% In Seattle Sets

THE SEATTLE area TV set survey by the fifth annual *Seattle Times* Consumer Analysis indicates 32.1% of 5,000 homes checked had TV sets compared with 17.9% in 1951 and 5.2% in 1950. Estimated total as of January 1952 was 58,131 sets.

The survey indicated 58.7% of the sets were less than a year old. Preferred sets were RCA Victor (9.6%), Motorola (8.8%), Silvertone (8.3%) and Admiral (8%). Plans to buy a new set in 1952 were indicated by 9.8%, compared with 6.1% of those questioned in 1951.

* * *

Meck Suggests Standard On TV Air Time

ALL TV stations should be required to program "a substantial portion" of their air time with local news, discussion and educational material. In addition, political and controversial remarks made on network shows not billed as controversial should be "taboo."

These are the opinions of John S. Meck, president of Scott [illegible] Labs., Chicago, who a fortnight [illegible] charged that "a handful of [illegible] sion network officials hold [illegible] greatest power over the vote[s] the American people ever held [by] any small group in the country['s] history."

* * *

Comedy-Variety Leads Multipulse Program Study

MULTIPULSE TV programs by types according to program [illegible] age rating and number of quarter hours per week for May 1-7, released by Pulse Inc., New York, as follows:

	No. of Hrs.
Drama and Mysteries	88
Quiz-Audience Participation	74
Kid Shows	62
News	62
Musical Variety	58
Daytime Variety	53
Comedy Variety	49
Forums, Discussion	39
Interviews	29
Comedy Situations	26
Serial Stories	25
Homemaking Service	20
Talent	19
Religion	12
Wrestling	12
Boxing	10
Educational	8
Westerns	8
Film Shorts	6
Music	6
Feature Films	4
*Horse Racing	4
Political	4
Miscellaneous	8
Total	686

*Kentucky Derby

Weekly Television Summary—June 16, 1952—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	91,207
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	390,914
Binghamton	WNBF-TV	70,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	150,000
Boston	WBZ-TV, WNAC-TV	895,141
Buffalo	WBEN-TV	268,127
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,145,984
Cincinnati	WCPO-TV, WKRC-TV, WLWT	351,000
Cleveland	WEWS, WNBK, WXEL	623,613
Columbus	WBNS-TV, WLWC, WTVN	277,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	171,791
Davenport	WOC-TV	110,700
Quad Cities	Include Davenport, Moline, Rock Isa., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	171,791
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	116,415
Houston	KPRC-TV	150,800
Huntington-Charleston	WSAZ-TV	90,565
Indianapolis	WFBM-TV	240,000
Jacksonville	WMBR-TV	58,000
Johnstown	WJAC-TV	154,297
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	210,105
Lancaster	WGAL-TV	150,093
Lansing	WJIM-TV	100,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,252,184
Louisville	WAVE-TV, WHAS-TV	[illegible]
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	[illegible]
Memphis	WMCT	[illegible]
Miami	WTVJ	[illegible]
Milwaukee	WTMJ-TV	[illegible]
Minn.-St. Paul	KSTP-TV, WTCN-TV	[illegible]
Nashville	WSM-TV	[illegible]
New Haven	WNHC-TV	[illegible]
New Orleans	WDSU-TV	[illegible]
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	[illegible]
Norfolk	WTAR-TV	[illegible]
Oklahoma City	WKY-TV	[illegible]
Omaha	KMTV, WOW-TV	[illegible]
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	[illegible]
Phoenix	KPHO-TV	[illegible]
Pittsburgh	WDTV	[illegible]
Providence	WJAR-TV	[illegible]
Richmond	WTVR	[illegible]
Rochester	WHAM-TV	[illegible]
Rock Island	WHBF-TV	[illegible]
Quad Cities	Include Davenport, Moline, Rock Isa., E. Moline	[illegible]
Salt Lake City	KDYL-TV, KSL-TV	[illegible]
San Antonio	KEYL- WOAI-TV	[illegible]
San Diego	KFMB-TV	[illegible]
San Francisco	KGO-TV, KPIX, KRON-TV	[illegible]
Schenectady-Albany-Troy	WRGB	[illegible]
Seattle	KING-TV	[illegible]
St. Louis	KSD-TV	[illegible]
Syracuse	WHEN, WSYR-TV	[illegible]
Toledo	WSPD-TV	[illegible]
Tulsa	KOTV	[illegible]
Utica-Rome	WKTV	[illegible]
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	[illegible]
Wilmington	WDEL-TV	[illegible]

Total Markets on Air 64* Stations on Air 189* Estimated Sets in Use 17,[illegible]

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

A nice picture for advertisers who want returns today . . . and tomorrow

Here is where looking at WSB-TV is becoming a habit

The coverage* pattern you see is unique in telecasting.

A *unique* telecasting formula makes it possible: 50,000 watts of radiated power from a 1,062-foot tower over Channel 2.

Fortify this with WSB-TV's ability to program for the South and you come up with one of the country's standout advertising buys.

This coverage can be had only on WSB-TV. Nothing else in the area can touch it.

*During a single 30-day period, four WSB-TV staff produced shows pulled over 7,000 pieces of unsolicited mail from shaded counties on the map.

wsb-tv
ATLANTA, GEORGIA

World's tallest TV tower
50,000 watts, channel 2
Represented by Petry

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

Sixth Report Taken to Court

(Continued from page 73)

tions for station construction permits and licenses."

The Pittsburgh allocation decision "accordingly should be held unlawful and should be set aside," WWSW argues.

"Particularly the provisions of the allocation are inadequate in that Channel 13 . . . may be used only by pedagogical organizations for non-commercial programs upon a non-profit basis and hence is not available for general service," the petition declares.

It also contends the provisions of the allocation are "inadequate" in that the three UHF channels assigned there have "little, if any, immediate or prospective use in Allegheny County."

UHF Performances

"The performance of television transmission at the ultra-high frequencies is a speculative matter about which little is known," the petition explains, continuing: "Only one station in the world has ever attempted to render a regular television program service at ultra-high frequencies and its attempts are under circumstances which do not make the results useful for the Pittsburgh area. It is universally conceded that ultra-high frequencies are especially unsuited for rugged, hilly and wooded terrain such as prevails in and about Allegheny County."

The petition notes that on May 1 there were 428,000 TV sets in the Pittsburgh area, about 70% saturation. None of these can receive UHF, the petition states, contending that "if it is at all possible to bring about the creation of listening and viewing audience" for UHF there, "it would take so long and would be at such heavy and prolonged losses as to make it entirely impracticable for the petitioner to make application for the use" of a UHF channel.

Therefore, the "only available general-service VHF channel there is Channel 11," the petition concludes, pointing out that since six applications already have asked for VHF there and more are expected to be filed, "there must inevitably be a prolonged, difficult and expensive competitive hearing amongst the various conflicting applications."

The petition notes this hearing cannot be resolved for three or four years "and it is therefore likely that Allegheny County during that time will have but one" VHF station.

"Neither one nor two stations are, or even can be, adequate to serve the public needs of the Pittsburgh community even if three UHF stations were to be established," the petition states.

'Committed an Abuse'

Contending "FCC refused to allocate Channel 4 anywhere within Allegheny County and thereby committed so manifest an abuse of discretion as to constitute error in law," WWSW notes "the 1945 regulations of the FCC specified that the same television channel may be used by stations 150 miles apart" and that the "required separation might be modified according to interference and service conditions which called for modification.

"Under the 1952 regulations challenged by this petition," WWSW says, "there are set up basic and irrefutable presumptions by which the FCC declares itself finally bound and from which it says it will not depart."

The "conclusive presumptions" of FCC which WWSW cites are:

(a) That every television station will use maximum permissible power (here, 100 kw) in an antenna at the maximum permitted height (here, 1,000 ft.) and thereby cause the maximum permissible interference to other stations using the same frequency.

(b) That such maxima will be used regardless of the size or importance of the community in which the television station is located, regardless of the importance of the market which it serves and regardless of the financial ability of the licensee or the prudence of the investment which such maxima would require. (At present prices a 1,000-ft. tower costs approximately $150,000.)

(c) That no physical circumstances such as deviation from average conditions due to unusual terrain will be considered by the Commission in determining by what distances stations should be separated.

(d) That interference between stations will not be considered in making allocations of frequencies, and that the service area of stations will not be considered in making allocations.

(e) That in the area here involved stations must be located no less than exactly 170 miles apart (which the regulations interpret to mean no less than exactly 169.5-plus miles apart).

(f) The 170-mile separation does not in the first instance apply to radio-television broadcasting stations at all. If a request is made, as in this case it was, to assign a channel to a specified area, the FCC will commence its consideration of the proposal by ascertaining what nearby stations there are in operation at the frequency in question. Then the Commission resolves the 170-mile question as follows. It determines the distance from the existing station to what it calls the coordinates of the city from which the allocation proposal originates. If these coordinates are not contained in a book published by the Department of Commerce and entitled "Air Line Distances Between Cities in the United States" (which was prepared for some irrelevant purposes having no connection with the problems of radio-television broadcasting), the FCC then uses the site of the main post office (which was established, of course, without regard to radio-television broadcasting even though the FCC well knows that no private person will ever be permitted to establish his television station in or on any main post office anywhere).

The petition notes that the distances from the exact location of the antenna of WLWC (TV) Columbus, Ohio, "to what the Department of Commerce has said are the coordinates for Braddock (Pa.)," FCC determined the distance from WLWC's antenna to be 169.39 miles.

It was because these separations fall short of the 170-mile (169.5-plus mile) minimum spacing rule that the allocation of Channel 4 to the Pittsburgh area was denied, WWSW notes.

"The FCC assumes that Pittsburgh is exactly at the pinpoint intersection of longtitude 80 degrees, 00 minutes, 00 seconds west with latitude 40 degrees, 26 minutes, 19 seconds north, whereas there are in fact substantial areas in the Pittsburgh area from which adequate service can be rendered that area from an antenna located more than 170 miles from the antenna of WLWC," the petition professes. "There is no excuse for using Department of Commerce coordinates when actual transmitter sites are available for consideration.

"In the case of Braddock, the use of the post office site is entirely unwarranted," WWSW argues. "Even if there were any legal or regulatory justification for the use of the post office site, the decision of the Commission to deny Channel 4 to the Pittsburgh area because of the post office site is entirely capricious and fantastically unrealistic."

Since the regulations provide that in computing distances sufficient decimal figures be used to determine the distances to the nearest mile, WWSW assumes that were the distance of the Braddock post office 169.51 miles from the antenna of WLWC, Channel 4 could have been assigned to Pittsburgh. Since FCC set the distance at 169.39 miles, "this is 12 one-hundredths of a mile too little."

Braddock Too Close

"Some part of the post office at Braddock . . . is 633.6 feet too close to a point that happens to be the site of the tower of WLWC," the petition comments.

The petition cites, "It appears unlikely that WLWC is going to use an antenna tower having the full permissible height of 1,000 ft. which is the assumed height upon

(Continued on page 104)

WOC TV SELLS

Feature Film Series

SKYROCKETS

LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lag, Bill Piggott, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late Saturday night film series on WOC-TV. Program titled "Airflyte Theater" debuted Jan. 19—fifteen dealers participating.

By end of January, Piggott had sold 15 new cars. Appearing on Feb. 16 program, he displayed chart showing only 3 new cars left at his agency. Told viewers to hurry if they wanted one of these. With sale of these 3 cars by 11 o'clock next morning, *Piggott had moved 31 new Nashes 3 demonstrators.* . . . ALL WITHIN MONTH OF FIRST TELECAST.

"Airflyte Theatre" is now in its second 13-week cycle and other Nash dealers sponsoring series report sales successes similar to Piggott's. Proof that WOC-TV *Sells* . . . for further proof get facts from your nearest F & P man . . . or us, *direct.*

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities

COL. B. J. PALMER, *President*

ERNEST C. SANDERS, *Resident Manager*

Davenport, Iowa

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS

RKO PATHE, INC.

625 Madison Ave
N.Y. 22, N.Y. • Plaza 9-3600

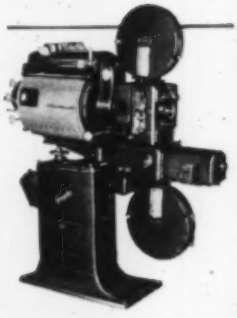
Brilliant and Steady

BACKGROUND PROJECTION

for World-Wide Settings in YOUR TV Studios

First Professional 16 mm TV Background Projector Provides 2,000 Lumens

46 ampere arc lamp, f/1.5 20 mm lens, air-cooled film gate, sprocket intermittent that ends film wear and holds old film steady.



TV Version of Famous Simplex X-L 35 mm Projector: 7,000 Lumens

An incomparable projector used in 80% of all theatres; now equipped for TV use with "2-3" intermittent. 80-110 ampere arc; f/1.9 2" lens.

Here, at last, is background projection made practical for any TV studio or network . . . brilliant, steady motion pictures that make any action scene in 16 mm or 35 mm film libraries available as a setting for TV programs.

No complex phasing needed with TV cameras. Simply focus camera on the background screen for a perfect picture. The GPL "2-3" intermittent pulldown, coupled with a 60 light-pulse per second shutter, automatically meets the camera's requirements. Special optical systems for each projector reduce "throw" required, save studio space.

Get full details on these outstanding projectors, now in use on major networks. Consider them in your new studio planning; add to the utility of your present equipment.

WRITE, WIRE or PHONE . . .

General Precision Laboratory GPL

INCORPORATED

PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

COMMUNITY TV GROUP *Forms National Lines*

TAXES, government regulation and expansion of TV broadcasting were the topics that most concerned more than 70 community TV operators at the first annual convention of the National Community Television Assn. at the Hotel Necho Allen in Pottsville, Pa. last Monday.

Members voted to fight a Bureau of Internal Revenue ruling that closed circuit relay systems are liable to the 8% tax imposed on leased wire services. Picked as the test case for the benefit of this offshoot of telecasting was Trans-Video Corp. of Pottsville.

Community TV operators—there are some 75 in operation in the country today—feed signals from metropolitan stations to TV-isolated communities. Most of these areas are in valleys beyond the reach of regular TV broadcasts. The organization puts up a high gain, directional antenna on top of a nearby mountain, runs coaxial cable down the mountain side attached to telephone or power poles, with tap-offs to subscribers' homes.

There are believed to be another 75 such operations in the construction or planning stage.

Tax problem was by far the most important of the matters before the less-than-a-year-old association. According to Revenue Bureau interpretation, consumers must pay 8% tax on installation and on monthly charges.

Pottsville company, headed by young (34) Martin F. Malarkey Jr. (also president of NCTA and owner of a retail appliance store in Pottsville, has 1,500 customers who paid the $135 installation charge and also pay $3.75 per month for maintenance and service. This involves more than $200,000 in installation fees and $2,625 per month in charges.

The Pottsville company, which began operation in February 1951, has its master antenna (located atop Sharp Mt.) tuned to Philadelphia stations (Channels 3, 6, 10) 75 miles away. The system cost $200,000 to build, Mr. Malarkey revealed last February [B•T, Feb. 11].

Test case—on grounds the tax discriminated against TV set owners in areas into which TV signals cannot reach—was recommended by special NCTA attorney Thomas C. Egan of Philadelphia. Mr. Egan also expressed the opinion that if the test case is adverse to community TV operators, it might be necessary to get sponsors in Congress for legislation to exempt systems from tax.

It was disclosed that the Lansford, Pa., city government originally proposed a 20% tax on gross revenue. This was finally reduced to a 5% imposition on gross income. It also was announced that the Public Utilities Commission of Pennsylvania officially disclaimed jurisdiction over community TV systems. The Maine PUC, however, assumed jurisdiction and the California commission was understood to be considering the matter.

Fact that FCC was reported too heavily engaged in other matters to make up its mind whether community TV should be regulated was considered heartening, according to expressions of members.

The effect of TV station expansion, particularly in the UHF band, elicited much interest. Subject was handled by Humboldt J. Grieg of WHUM Reading, Pa., (TV applicant for that city) and Dr. Frank G. Kear, of the Washington consulting engineering firm Kear & Kennedy.

Consensus was:

(1) UHF when it comes will cover at first 15-20 miles. Mr. Grieg quoted FCC reports to the effect primary and secondary UHF service theoretically was possible out to 75 miles [illegible] maximum power and antenna [illegible] conditions (1,000 kw and 2,000 [illegible] (2) In most communities, there [illegible] be only one or two UHF signals. [illegible] Therefore, community TV can [illegible] to continue in business, since viewers still will want other signals, [illegible] ticularly network, even though they can receive off-the-air local [illegible] casts.

Manufacturers exhibiting equipment at the meeting were Jerrold Electronics Corp., Philadelphia, and Spencer-Kennedy Labs. Inc., Cambridge, Mass. RCA showed a documentary film of the Pottsville system.

NCTA was organized in November 1951. It claims to represent half of the present 75 community TV systems operating.

The convention re-elected Mr. Malarkey president. Also re-elected were: Claud E. Reinhart, Palmerton, Pa., vice president; George H. Bright Jr., Lansford, Pa., secretary; Melvin L. Boyer, Tamaqua, Pa., treasurer. One-year directors elected were: Kenneth A. Chapman, Honesdale, Pa.; J. Holland Rannels, Cumberland, Md.; Eli Kramer, Harrisburg, Pa.; C. C. Daker, New Philadelphia, Ohio. Two-year directors elected were: G. B. Henderson, Carmel, Calif.; A. J. Malin, Laconia, N.H.; Clyde Davis II, Wilkes-Barre, Pa.

FORD SERIES *Breakdown of Boycott By Major Film Makers*

COLUMBIA PICTURES Corp., through its subsidiary Screen Gems Inc., will produce a series of 39 half-hour TV films for Ford Motor Co. in an agreement negotiated by J. Walter Thompson Co., the agency servicing the account.

This contract is said to be first of its kind between a major movie studio and a national advertiser for the production of films especially for television.

Titled *The Ford Theatre*, the series will start on 51 NBC-TV stations Oct. 2, as the replacement for NBC-TV's *Ford Festival*.

In each teleplay, name motion picture actors, directors and writers will be employed by Columbia-Screen Gems producer, Jules Bricken. The studio's own contract players, among them Broderick Crawford, Audrey Totter, Donna Reed, Aldo Ray and others will be utilized should the roles be suitable.

The Columbia agreement stirred speculation that other major movie studios soon might follow suit, particularly in view of the expected eventual increase in television stations and the resultant loss of more audiences to movies in more cities, now that the TV thaw is taking place.

Twentieth Century-Fox was among major studios believed to be considering making films for video. President Spyros P. Skouras has announced his firm is considering making "appropriate" movies for TV.

The Wall Street Journal estimated that the seven major studios have a backlog of 5,000 movie features of which a minimum of 2,000 are suitable for TV, which if sold en masse to television would bring an average minimum of $10,00[illegible] each, or $20 million in earnings.

The 2,000 features are those made between 1930 and 1948, when the Screen Actors' Guild stepped in to demand a share of TV revenue for pictures made afterward.

Reports in Hollywood said Columbia has received an offer of $20 million for its old pictures and that Howard Hughes' RKO Pictures Corp. may sell its old films for TV. President Barney Balaban of Paramount Pictures said his company's old movies would not be sold to TV until "the right time."

Originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any Baltimore time buyer about

WAAM
TELEVISION
CHANNEL 13

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
Chicago NEW YORK San Francisco
DUMONT-ABC AFFILIATE

SRT-TV SRT-TV SRT-TV

SRT-TV
INTENSIVE PROFESSIONAL
COURSES in TELEVISION
BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans
Send for free prospectus "Careers in Television"
DEPT. H
SRT (School of Radio Technique)
TELEVISION STUDIOS
America's Oldest Broadcasting School
316 West 57 St., New York 19, N. Y.
PLaza 7-3212

SRT-TV SRT-TV SRT-TV

WKZO-TV using FEDERAL TRANSMITTER

Reports TOTAL OUTAGE for 1 year

LESS THAN .012%

WKZO

FETZER BROADCASTING COMPANY

KALAMAZOO · MICHIGAN
Studios: Burdick Hotel
590 Kilocycles · 5000 Watts
Columbia Broadcasting System

JOHN E. FETZER
Pres. & General Mgr.

November 21, 1951

Mr. Martin Silver
Federal Telecommunication Laboratories, Inc.
500 Washington Avenue
Nutley 10, New Jersey

Dear Marty:

Sometime ago in talking with you or Brad on the telephone, you were interested in knowing the total transmitter outages for the past year. After looking through our logs, we find that outages due to equipment failure run something like this:

Outages: October 21, 1950 - October 21, 1951

Visual Transmitter: 22 minutes and 27 seconds

Aural Transmitter: 11 minutes and 30 seconds

The total transmission time during this period was over 4600 hours. You will see that disregarding power line failures, which are not the fault of the transmitter, outage time has been remarkably low.

Kindest regards.

Cordially yours,

Carl

Carl E. Lee
Administrative Assistant

CEL:ds

STRONGEST SELLING FORCE IN THE GREAT WESTERN MICHIGAN MARKET
OWNERS: WJEF GRAND RAPIDS

Here's where sound design and quality workmanship pay off. This is typical of Federal equipment where emphasis is placed on quality — reliability — dependability.

Contact your Graybar distributor. Have him explain how Federal can serve all your TV needs — reduce your initial and operating costs — and provide the best in complete station equipment.

Distributed by GRAYBAR ELECTRIC COMPANY

FEDERAL TELECOMMUNICATION LABORATORIES — FTL

Federal Telecommunication Laboratories, Inc.

An Associate of the International Telephone and Telegraph Corp.
500 Washington Ave., Nutley, N. J.
Canadian Distributor: Federal Electric Manufacturing Co. Ltd., Montreal, P. Q.
Export Distributor: International Standard Electric Corp., 67 Broad St., New York

film report

HOWARD D. MORRIS, of Cavanaugh Morris Adv., Pittsburgh, has announced the formation of **Cavanaugh Films Inc.** Director of film production is **Ted Mason**, of Mason Marionettes.

Mr. Morris said the new company will specialize in production of puppet and trade mark films "for moderate budget advertisers."

A series of 15-minute TV shows is being prepared, the first of which, *The Enchanted Nutcracker*, will be ready for release Aug. 1. Other films planned are *Jack and the Beanstalk*, *Frivolities of 1952* and 12 others, which will be released at weekly intervals.

Address of new firm is Chatham at Wylie, Pittsburgh 19, Pa.

Sales . . .

SALES ORGANIZATION for the distribution of more than 50 full-length European feature films, live and animated short subjects is being set up in Chicago.

Herbert Spitzer and Burton A. Neuberger, executive vice president who recently resigned as manager of the Chicago office of Marfree agency, have exclusive theatre and television rights in North, Central and South America for film products made by several leading European studios, Mr. Neuberger said.

Re-recording on the features is being completed now with lip sync and voice over sound tracks in English. Ready for release is a 13 quarter-hour series of operas, made with the Bavarian State Opera company, ballet and orchestra. A series near completion consists of 13 half-hours with stop-action puppetry in famous fairy tales.

The company, **Switzer & Assoc.**, will produce films for stations, packagers, agencies and clients "at a half to a third" of the U. S. cost, Mr. Neuberger said, and will also supply European studio services to American performers.

* * *

Alexander Film Co., Colorado Springs, Col., announces the recent TV commercial productions for the following organizations:

Tivoli Brewing Co., Denver, one 60-second film through **Curt Freiberger & Co.**, featuring **Tivoli Beer. Maurer-Neuer Meat Packers**, Kansas City, Mo., one 20-second film through **C. Wendel Muench & Co.**, Chicago, featuring **Rodeo Blue Band Wieners. Redman Van & Storage**, Salt Lake City, one 20-second film through **Adamson & Buchman. Seven Up Co.**, St. Louis, eight 20-second films. **Mrs. Baird's Bread**, Houston, Tex., two 20-second films through **Tracy-Locke Co., Continental Airlines**, Denver, one 20-second film through **Galen E. Broyles Co., Holsum Bread Syndicate**, Chicago, one 60-second, one 40-second, two 20-second and two 8-second films, through **W. E. Long Co. W. F. Thiele Co.**, Milwaukee, three 20-second films through **Baker, Johnson & Dickinson**, featuring **Thiele Meats.**

* * *

Sunkist Growers Inc., Los Angeles (oranges, lemons), has started *Sunkist Premiere Playhouse* on KTLA (TV) Hollywood, Fri., 9:30-10 p.m. (PDT), for 13 weeks from June 13. TV film series, produced by **Screen Televideo Productions**, Beverly Hills, marks firm's initial TV bow into regular programming. **Stuart Reynolds Productions**, Beverly Hills, negotiated contract through Foote, Cone & Belding Inc., Hollywood.

* * *

Phil Davis Musical Enterprises, New York, has been signed to write and produce a new musical commercial for Goebel Beer thru Brooke, Smith, French & Dorrance, Detroit.

* * *

Dudley Television Corp., Beverly Hills, is making two one-minute and two 20-second animated TV film commercials for **Philip Morris & Co.**, New York (Dunhill cigarettes).

Availabilities . . .

Crown Pictures International, Hollywood, has acquired the completed series of 13 half-hour TV films, *Life With Buster Keaton*, for world distribution. Additional series will be produced by CPI this year as result of test runs held in San Francisco. The recently acquired series was produced by **Carl Hittleman**, directed by **Eddie Cline** from scripts by **Jay Sommers**,

(Continued on page 93)

MILITARY TV

'Vital Factor' Says Sar

TELEVISION will be a vital fac tor in all military operations a conceivably the public may wa battles on home TV sets if glo warfare ever breaks out aga Brig. Gen. David Sarnoff, RC board chairman, told the gradu ing class of Pennsylvania Milit College last Tuesday.

Gen. Sarnoff asserted that ele tronics have become an indis sable ally in aviation, controls a atomics.

Gen. Sarnoff warned that no na tion can relinquish its interest i the sciences and remain stro When war comes, "it become race of science against time, an America must be strong and w the ready,'" he declared, adm ishing that the importance of in terest in science applies to th science of government as well a to physical sciences.

He was awarded an honorar degree of Doctor of Science duri the commencement exercises of th 131-year-old educational institu tion.

New CBC-TV Sponsor

CANADIAN TV's second definit advertiser when it opens this fa will be Canadian Westinghouse Co Ltd., Hamilton, Ont. The firm cur rently is preparing its own com mercials for *Studio One*, which i will sponsor for CBC-TV Montre beginning in August and CBC-T Toronto in September. S. W. Gol well Ltd., Toronto is agency.

WHAM-TV BIRTHDAY

Marked By Blood Campaig

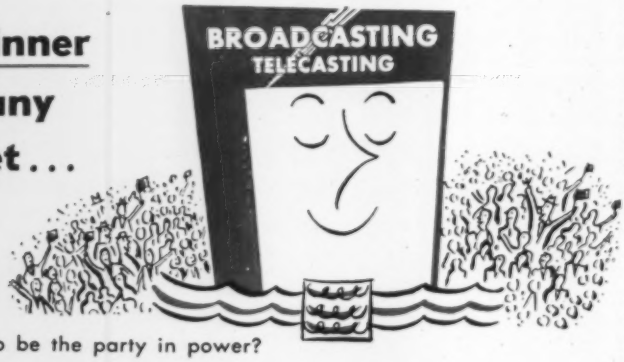
WHAM-TV Rochester observed its third birthday anniversary throug a special blood donor drive whic enriched the Rochester Chapter o the American Red Cross blood ban by 23,051 pints.

Blood donor campaign began Ma 20 and built up to last Wednesda which was WHAM-TV's anniver sary. Climax of the drive on th last day was a live telecast from a local hospital showing a patient re ceiving a pint of blood which ha been contributed that morning a WHAM-TV's Radio City.

Special programs included film made in Washington of Reps. Ken neth B. Keating (R-N. Y.) an Harold C. Ostertag (R-N. Y.), both of whom urged western New Yorke ers to get behind the campaign.

FCC Chairman Paul A. Walker in a talk also recorded on film, said "Here is an example, I think, o the kind of public service that bot radio and television are particular ly able to render."

a winner on any ticket . . .



Want to be the party in power?

Take a tip from the last two elections—on trade paper effectiveness, that is.

A leading 50 kw station asked 800 advertisers and agencies: "Which publication would you use if you were in our place trying to reach you?"

A landslide for BROADCASTING • TELECASTING— **by 392%**

Fact Finders Associates of New York, in the first personal interview survey of the radio-TV trade press, asked: "What trade journal brings radio station advertising most effectively to your attention?"

A resounding first for BROADCASTING • TELECASTING— **by 445%**

Whatever your platform for trade paper values—coverage, readership, loyalty, influence, effectiveness—you'll be the party in power on the BROADCASTING ticket.

RANGERTONE
BEST FOR TV FILMS
USED BY
Telenews Productions, Inc.
630 Ninth Avenue
New York, New York
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

TV FILMS AND FEATURES

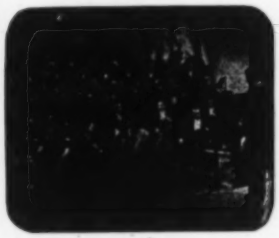
Explorers Pictures
1501 BROADWAY
NEW YORK CITY
LU 2-4717—LO 4-5592
JULES B. WEILL, PRES.

THE BIG BUY

THE BIG GAME HUNT . . . Action packed jungle adventures of Martin and Osa Johnson . . . the pictures all Americans love to watch.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

TV DISC JOCKEY TOONS: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV DISC JOCKEY TOONS are films that can be used with top current records of RCA VICTOR • DECCA • COLUMBIA • CAPITOL • MERCURY. A perfect library service for TV broadcasters everywhere!



Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TSCHAIKOWSKY • BEETHOVEN • SCHUBERT • WAGNER • MENDELSSOHN • • GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.

Explorers Pictures Corp.
1501 BROADWAY
NEW YORK CITY
LOngacre 4-5592
JULES B. WEILL, PRES.

THE BIG GAME HUNT . . .
IN ACTION . . .

VIDEODEX REPORTS

LOS ANGELES . . .
Top Film Show
For Wednesdays
#2 of Ten Top TV Shows

DETROIT . . .
In Ten Top TV Shows
Solid 21.8 Rating.

26½ Min. Running Time

Book it for Big Results
In Your Market

Telecast Films, Inc.
112 W. 48TH STREET
NEW YORK 36, NEW YORK
JUDSON 6-5480

31 HALF-HOUR WESTERNS Starring the famous and well known stars: TIM McCOY, HOOT GIBSON, TOM TYLER, and BIG BOY WILLIAMS. Action and super quality rolled into one. Proven through continued use in many locations. FIRST RUN AVAILABLE IN SOME TERRITORIES.

Governor Television Attractions, Inc.
151 WEST 46TH STREET
NEW YORK 19, NEW YORK
JUDSON 6-4221

THE ULTIMATE IN CHILD ENTERTAINMENT — EDUCATION—
PAPA BEARS NEWSREEL

A fifteen minute show in thirteen chapters done in newsreel style and depicting events of interest to the small fry.

Plus these outstanding features:

The Story of Shirley Yorke
Dark Secrets
Top Secret
I Am With You
Lost Wilderness

For more information please write direct to the distributors.

AFM 5% PLAN

Must Stay, Says Petrillo

CHARGING "selfish interests" with trying to scuttle the AFM welfare fund 5% royalty formula to which TV film producers must contribute, James C. Petrillo, president, at the American Federation of Musicians' National Convention in Santa Barbara last Tuesday, squashed all hopes it would be repealed.

Admitting the formula "isn't perfect," Mr. Petrillo declared, "We'll stick to it until someone comes along with something better".

"The formula must stand," he added. "I wouldn't give up the 5% plan for a $5 million working guarantee in Los Angeles annually. It will be changed only when it will be to the benefit of all locals."

His fiery plea killed a reported move by members of Los Angeles Local 47 [B•T, June 2, May 12] and New York Local 802 to introduce resolutions asking the international executive board to eliminate the royalty arangement.

Both locals contend the fund setup as it now stands prevents musicians from getting TV work because it discourages filming of video shows with live music. Los Angeles musicians several weeks ago circulated appeal petitions among members, getting around 2,500 signatures. They were sent to Mr. Petrillo for his and executive board consideration.

Mr. Petrillo, in a 45-minute ad lib talk, assailed "some members" of Local 47 for their activity in the campaign, declaring that they once earned $800 per week and are unhappy because they're making $400. He charged they were stirred up by vague conversation regarding TV employment if the formula were lifted.

He said Local 47 officers had met with a group of these TV employers to learn what guarantee would be made if the royalty formula were lifted. Nothing came out of it. They didn't even offer to hire a piano player, Mr. Petrillo reported.

Musicians in the petition campaign, he declared, were willing to give $5 of each $50 they earned instead of 5% tax, but this contribution to the fund would be minute compared to benefits gained through the formula.

Mr. Petrillo's defense of the royalty formula came as a complete surprise to delegates. The subpect was not on the convention agenda. Any changes in the welfare fund setup would have to be made by the international executive board, was the explanation.

He reported approximately $186,000 in the trust fund from the royalty formula. Disbursement of the money for free public music through locals will start next January.

Mr. Petrillo, unopposed, was reelected AFM president for his 12th year. Re-elected vice-president was Charles L. Bagley, Los Angeles; Secretary, Won Cluesmann, Newark; treasurer, Harry J. Steeper, New York.

The Los Angeles local failed to put over a proposal calling for AFM to "prevail" upon a member of Congress to introduce legislation that would stop importation of foreign-made instrumental music sound tracks and recordings for radio and TV.

Telethon by Hope

BOB HOPE will hold his first coast-to-coast television marathon—for benefit of the U.S. Olympic team — over NBC-TV beginning Saturday at 11 p.m. and continuing through Sunday at 1:30 p.m. EDT. Working with Mr. Hope will be Bing Crosby in what NBC claimed is the latter's first TV appearance.

"Thanks to our 'US' Electric Plant we're on the air!"

In choosing a stand-by electric plant, more and more stations are turning to "U. S." units because of their reputation for *dependability*. U. S. specializes in stand-by power. We'll gladly send you information on U. S. electric plants suitable to your needs.

UNITED STATES MOTORS CORP.
354 Nebraska St.
Oshkosh, Wis.

BAPTIST GROUP

Plans TV Use in 1953

SOUTHERN BAPTISTS plan to use television more extensively to put forward their program in 1953, it was announced at the 94th meeting of the Southern Baptist Convention in Miami.

Dr. S. F. Lowe, executive secretary of the organization's radio commission, said 15-minute films featuring outstanding Baptist leaders are being prepared for TV.

RUNYON FUND

$570,211 From Berlethon

HAVING raised a total of $570,211 in cash and pledges, Milton Berle on June 8 completed his fourth television marathon on NBC-TV for the benefit of the Damon Runyon Memorial Fund, rounding out a four-year grand total of more than $4 million.

The 22½-hour telethon began at noon EDT June 7 and continued through 10:30 a.m. June 8. Produced by Warren Jacober and employing five camera crews in shifts, it originated in New York's Radio City. The comedian was on the air almost continuously except during regularly-scheduled Saturday shows.

Station-by-station breakdown of cash and pledges donated during the telethon was shown as follows:

WOI-TV Ames, $805; WSB-TV Atlanta, $2,433; WBAL-TV Baltimore, $1,293; WBZ-TV Boston, $8,571; WBTV (TV) Charlotte, $1,544; WNBQ (TV) Chicago, $9,550; WLWT (TV) Cincinnati, $1,510; WNBK (TV) Cleveland, $6,695; WLWC (TV) Columbus, $520; WLWD (TV) Dayton, $746; WWJ-TV Detroit, $2,896; WOOD-TV Grand Rapids, $116; WFMY-TV, Greensboro, $633; WSAZ-TV Huntington, $126; WFMB-TV Indianapolis, $1,205; WMBR-TV Jacksonville, $1,088; WJAC-TV Johnstown, $321; WGAL-TV Lancaster, $2,611; KNBH (TV) Los Angeles, $11,697; WAVE-TV Louisville, $400; WMCT (TV) Memphis, $703; WSM-TV Nashville, $2,129; WNHC-TV New Haven, $631; WNBT (TV) New York, $417,066; WTAR-TV Norfolk, $1,435; WOW-TV Omaha, $533; WPTZ (TV) Philadelphia, $5,434; WDTV (TV) Pittsburgh, $1,955; WJAR-TV Providence, $3,133; WTVR (TV) Richmond, $1,661; WHAM-TV Rochester, $539; KSD-TV St. Louis, $5,402; KSTP-TV St. Paul, $10,080; KDYL-TV Salt Lake City, $662; KFMB-TV San Diego, $4,717; KRON-TV San Francisco, $6,016; WRGB (TV) Schenectady, $130; WSYR-TV Syracuse, $4,407; WKTV (TV) Utica, $280; WRBW (TV) Washington, $5,620; WDEL-TV Wilmington, $915; WNBF-TV Binghamton, $217; WBRC-TV Birmingham, $1,142.

SEATTLE RELAY

Towers Go Up For TV

SCHEDULED for completion last week were four towers in the Pacific Telephone & Telegraph Co.'s radio relay system, for live telecasting of political convention coverage via KING-TV Seattle [B•T, May 26].

The towers were erected at Orting, Tenino, Castle Rock and Kalama, all in Washington, with two one-ton antennas atop each tower. Four network-affiliated radio stations—KOIN KGW KEX KPOJ—are cooperating to bring the KING-TV political coverage to Portland, Ore.

NEDA Meet

PRACTICAL discussion of UHF will be participated in by independent parts distributors at the National Electronic Distributors Assn. convention in Atlantic City Sept. 22-25. A 20-minute RCA film on UHF will be supplemented with discussions and a lecture. Louis B. Calamaras, NEDA executive vice president, will describe UHF as "a new windfall which experts estimate will bring more than $800 million in business to the service man and parts distributor."

PRO FOOTBALL

DuMont Lines Up Sponsors

MILLER Brewing Co., Atlantic Refining Co., and the Admiral Corp. are among the first sponsors announced by the DuMont Television Network for its $1 million pro football coverage, Aug. 15-Dec. 21.

The scheduled 29 professional and championshop games will start with the annual midsummer all-star game in Chicago's Soldier Field, Aug. 15, with the telecast sponsored by the Admiral Corp., Chicago, through the Russel M. Seeds agency. Exact number of cities to see this year's play has not been announced, but it was noted by network spokesmen that 34 DuMont stations carried the game last year. This year's contest will be between the college selectmen and the Los Angeles Rams National League champions for 1951, and as usual, will be held under the auspices of the *Chicago Tribune*.

Miller Brewing Co., Milwaukee, through Mathisson & Assoc., same city, will sponsor the DuMont Thanksgiving Day telecast of the Detroit Lions-Green Bay Packers contest in Detroit. It also will back the National Football League championship playoff Dec. 21. Site of the game and the list of participating stations are to be announced.

DuMont also will carry as many as four games of the National Football League each Sunday during the regular season, splitting the network on a regional basis. Multiple-game technique was adopted last season to assure comprehensive coverage and to provide football with greatest local interest in each market.

National league games between the Philadelphia Eagles and the New York Giants will be sponsored jointly by Miller Brewing and the Atlantic Refining Co., the latter through N. W. Ayer & Son, New York. Atlantic will also sponsor Pittsburgh Steelers coverage.

TV networks and stations for all National League games are yet to be announced. Six games, consisting mostly of New York Giants' play, will be seen over WABD (TV) New York, reportedly marking the first time since 1948 that New Yorkers will be able to see professional football on television.

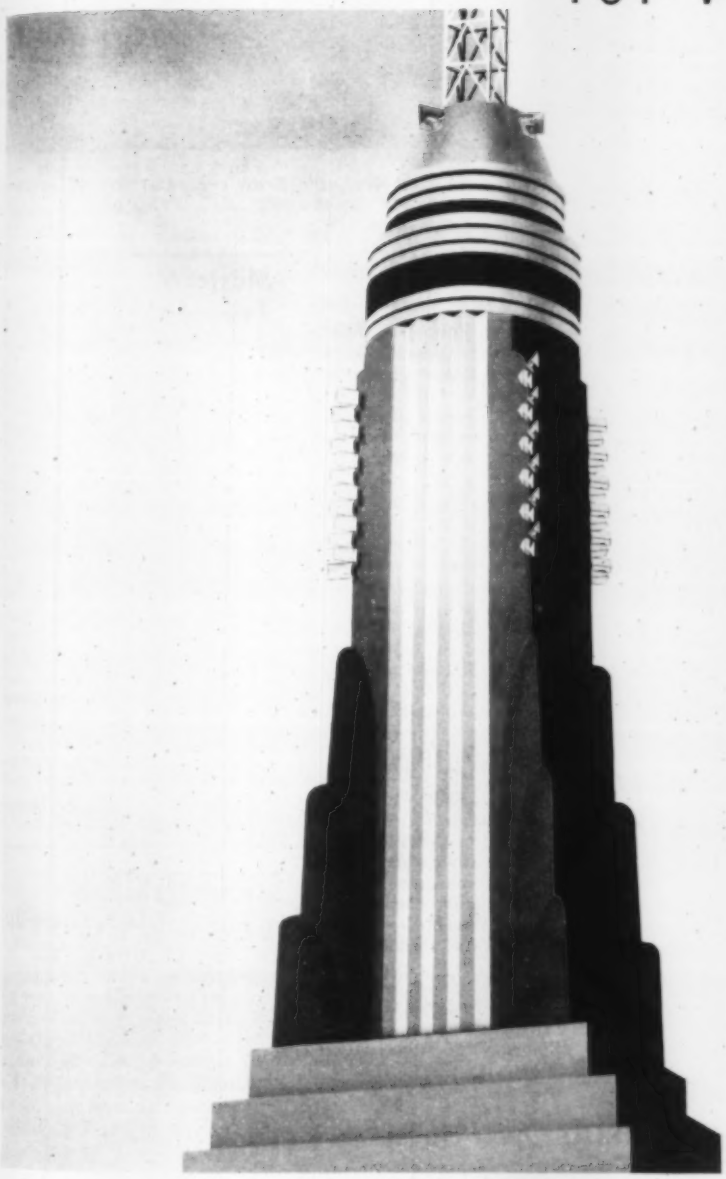
DuMont will cover the 28th annual East-West Shrine all-star game from Kezar Municipal Stadium in San Francisco, to be telecast over the entire network Dec. 27 (Saturday).

The sponsorship of all games, it was pointed out, represents an outlay in excess of $1 million for time and rights.

WBAL-TV Baltimore and WDAF-TV Kansas City have signed with INS-Telenews, N. Y., for its 12-minute daily TV newsreel now in production.

ANDREW "SKEW"* ANTENNA

for VHF and UHF television



The ANDREW "Skew" Antenna is the *only* antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist's sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.

Andrew ANTENNA SPECIALISTS

CORPORATION

363 EAST 75TH STREET, CHICAGO 19

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

ALASKA PROGRAMMING

Tape Use Cuts Materials, Shipping Costs

HIGH COST of providing transcriptions in large volume for isolated stations has been solved through the use of tape.

For the Midnight Sun Broadcasting Co., which operates KFAR Fairbanks and KENI Anchorage, Alaska, the use of tape has reduced materials costs 85% and cut shipping charges in half.

The Alaska company was faced with the problem of economically bringing stateside network programs to its listeners. Extreme weather conditions, coupled with great distances, made radio pick-up impossible. An alternative—disc recordings of stateside network shows shipped by plane—was too expensive.

Company officials consulted John Keating Inc., a Seattle-Portland recording studio, which advised the use of tape recordings.

Jack D. Ellison, Keating manager, explained that, "Air transportation was a costly necessity—it was the only way to get the programs to Alaska while they were still fresh. But tape recordings would reduce these shipping costs since the reels of tape were light in weight and not easily damaged and would require no special heavy packaging.

"In addition, the tapes could be used over and over again, cutting down the cost of recording material. This was important since Midnight Sun's eventual volume of recordings would be great."

By the spring of 1949, the tape recording program was in operation. Forty hours of programs weekly were being recorded in Seattle and flown to Alaska. The system worked so well that today 67%—some 80 hours weekly—of Midnight Sun's programs are taped.

Direct lines to the Keating studio from Seattle stations KOMO (NBC) KJR (ABC) and KVI (MBS) provide the network links. All recording is done on "Scotch" III-A sound tape.

Since the taping program started, Keating-Midnight Sun has placed in operation some 1,500 reels of sound tape. Both 600 and 1,200-foot reels are used.

"Using conventional recording methods at the present rate of 80 hours of recording a week, the two-year cost of recording materials would have been more than $25,000. Cost of recording tape over the two-year period has totaled $4,000—only 15% as much," Mr. Ellison said.

Monitoring programs in Keating's Seattle studios are (l to r) L. Lathrop, engineer; Mr. Ellison, and Lyle Thompson, engineer.

HELEN RYAN ELECTED

Heads L. A. Ad Women

HELEN L. RYAN, promotion director, Ray W. Smith Co., has been elected president of the Los Angeles Adv. Women Inc. She succeeds Helen Edwards, president, Helen Edwards & Staff.

Installation is scheduled for this Wednesday with Neil Reagan, vice president, McCann-Erickson Inc., Hollywood, and president, Adv. Assn. of the West, serving as m. c. Other officers elected were:

Mimi K. Phillips, owner, Adv. Service, first vice president; Margaret H. Finfrock, executive secretary-treasurer, Miracle Mile Assn., second vice president; Mary M. Cripps, account executive, The Shaw Co., corresponding secretary; Alicia K. Smith, advertising manager, Rose Marie Reid Co., recording secretary; Muriel Schulze, assistant to the president, E. J. Elson Press, treasurer, and Ida Russell, assistant manager, Lisle Sheldon Adv., assistant treasurer.

Directors include Miss Edwards; Charlotte De Armond, public relations director, Pacific Airmotive Corp.; Claire Hughes, traffic manager, KWKW Pasadena, and Nancy Grobert, public relations department, Prudential Insurance Co.

Donald B. Hause

FUNERAL services were conducted in Chicago last Tuesday for Donald B. Hause, 55, advertising manager of Armour & Co., who died June 8 in St. Francis Hospital, Evanston. A coordinator of the American Heritage Foundation and former advertising manager of Sprague, Warner Co., Mr. Hause was a graduate of Lake Forest (Ill.) College and a World War I Navy veteran. He is survived by his wife and a son.

N.Y. MEDIA NEWSMEN

Assn. Okays Constitution

RADIO-Newsreel Television Working Press Assn. of New York has voted favorably upon a constitution for its membership. Temporary Chairman Chester Burger of CBS said last week that "now the decks are cleared for more positive action."

The association was set up to act as a single voice for on-the-scene radio and TV newsmen as well as newsreel cameramen, sound men, contact men and tape reporters. It was estimated that more than 300 radio and TV newsmen are engaged in on-the-spot coverage in metropolitan New York.

White on WLIB

WALTER WHITE, executive secretary of the National Assn. for the Advancement of Colored People and also an author, newspaper columnist and war correspondent, started a weekly radio commentary program over WLIB New York June 2 (7-7:15 p.m. EDT). Mr. White observes news and world affairs during the program and interviews leading news figures. Mrs. Franklin D. Roosevelt was his first guest. Sponsor is Vim stores, through Frederick-Clinton, N. Y.

KRDU Open House

OPEN HOUSE for KRDU Dinuba, Calif., brought 1,150 visitors to the station's new offices and studios May 30. New site consists of six acres. The new building, 40x60 feet, was designed by H. A. McMillen, manager KTUR Turlock, Calif. Egon Hofer is president and general manager of KRDU.

ADDITION of 45 rpm system to present facilities at WCCM Lawrence, Mass., has been announced by the station.

'Music Magazine'

EXECUTIVES, continuity writers and members of the music department at WQXR New York were represented with musical compositions and arrangements, when work composed by staff members was broadcast on the station's *Music Magazine* program from 9:05-10 p.m. EDT June 2. Works included concert, popular and experimental songs, piano pieces, minuets, toccata, variations, and dance suite by station manager James E. Kovach, continuity writer Jack Ringgold, director Alfred Simon, producer Fred Grunfeld, music director Abram Chasins, announcer Jacques Fray, recorded - program director Harold Lawrence, and staff members Marilyn Parrish and Eleanor Williams.

CBA CONVENTION

Is Set June 20-2

CATHOLIC Broadcasters Assn. will hold its Fifth National Convention in New Orleans, June 20-2. The Rev. Michael J. Killoughey, of the Catholic Information Center in New Orleans, will be host and chairman of the convention.

Information concerning the meeting may be obtained from Father Killoughey, 608 Common St., New Orleans, or from the CBA office P. O. Box 1573, Wilmington, Del.

Webb Jay

WEBB JAY, 82, president of the operating company which established WIOD Miami, Fla., died June 4. Mr. Jay, a long-time resident of Miami Beach, also was an automotive engineer and inventor. WIOD is owned and operated by the *Miami Daily News*.

GET THE BIG PLUS IN CINCINNATI

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

PA TAX LIST

190 Facilities Amortized

RTIFICATES of necessity for erated tax amortization of 190 or expanded defense facilities e been approved by the Defense oduction Administration for the k of May 23-29, it was an- nced last week.

Amounting to a total of $169,- ,166 in five-year allowance rtization for tax purposes, the k's list of companies receiving tificates included the following ctronic manufacturers (figure er name of company is total ount certified, followed by per- tage allowed):

aytheon Manufacturing Co., elec- nic equipment and parts, $431,000, ; Sylvania Electric Products Inc., es, $431,000, 65%; Raytheon Mfg. , tubes, $260,172, 65%; Allen B. Du- nt Labs., electronic equipment, $35,- 65%; Treitel-Gratz Co., electronic ts, $2,523, 80%; David Bogen Co., ctronic equipment, $48,934, 65%; ctric Tachometer Corp., distance nsmitters for Navy, $13,635, 80%; ged Washer Co., aircraft and elec- nic parts, $154,010, 50%; RCA, tubes, 3,000, 65%; Continental Can Co., ctronic equipment, $100,000, 65%; ivania Electric Products Co., tubes, 1,970, 65%.

GENEVA VACANCY

Communications Post Open

ACANCY for a Class 3, Technical ssistant, has been announced by e International Telecommunica- n Union in Geneva, Switzerland. lary ranges from about $2,900 about $4,400, free of income tax. quirements include a degree or bloma in physics or electrical gineering and at least three ars experience in a responsible st in radio-communications.

Applications should be sent di- tly to Leon Mulatier, Secretary neral, International Telecommu- ations Union, Palais Wilson, neva, Switzerland, in time to ch there by July 25. Although t required, it was suggested that erested persons file a duplicate plication with the office of Har- y B. Otterman, Acting Chief, lecommunications Policy Staff, pt. of State, Washington 25, C.

ARMED FORCES Radio Service, ollywood, awarded citation by Calif. gislature on AFRS' 11th anniver- y, fortnight ago.

KWBB'S 'MANHUNT SALE'

Sells 101 Used Cars in Five Days

LINED UP outside the "Big House" are (l to r) Jack E. Grant, account executive, Lago & Whitehead Inc., agency handling the account; John Merrell, KWBB commercial manager; Don Schmid, motor company president; Rex Johnson, sales manager; Charles Proctor, assistant sales manager, and Joe Andrews, Ralph Stern, Charley Andrews, N. R. Sidel, Chuck Tarbeck, Andy Kimes, "Ace" Kuhn and Homer Knight, all salesmen.

* * *

KWBB Wichita has just completed a highly successful sales campaign for Don Schmid Motors Inc., one of Wichita's leading new and used car distributors.

Using the theme, "The Manhunt Sale," terms such as "sawed-off rate books," "casin' the joint," and "murdering prices," were tied into all copy.

The auto firm, using three 15-minute programs and a schedule of 40 floating spots, established an all-time high during the sale. In a five-day period, 101 used cars were sold, the station reports.

Under the title, *Don Schmid's Used Car Parade*, the three programs included spot descriptions of several cars. The programs were m.c.'d by KWBB's John Merrell.

Spot campaign was built around such attention-getting lead-offs as "Calling All Cars," and "Get that Man!" Lead-offs carried over to the "manhunt" angle, warning that a man was "wanted" and then asking who desired a specific type of car described on the air.

Salesmen were given aliases. Customers were asked to be sure and see Charles "Shaky" Tarbeck, Rex "Muscles" Johnson and Charlie "Ears" Proctor. Each salesman wore a prison-striped jacket and cap. The home office was known as the "Big House."

Campaign generated so much enthusiasm among the public that at one point extra police were assigned to handle traffic, the station notes.

KSID AFFILIATES

With ABC and WC Networks

KSID Sydney, Neb., new daytime station on 1540 kc, has joined ABC network and Wyoming Cowboy Network. The station, which took the air a fortnight ago, is owned jointly by William C. Grove, general manager of KFBC Cheyenne, Wyo., and his brother, Lewis W. Grove of Denver.

The station is applying for full time on 1340 kc. Maxwell Young has been named KSID manager with Art Westergaard as chief announcer and program director. KOWB Laramie, Wyo., last week also joined Wyoming Cowboy Network and ABC.

FM Remote Control

REMOTE control operation of the transmitters of WRAK-FM Williamsport, Pa., and WFRO-FM Fremont, Ohio, was approved by FCC last week through waiver of Sec. 3.265 of its rules. In each case, the FM transmitter will be controlled remotely from the transmitter site of the respective AM station. About 20 other FM stations now are employing this type of operation on a temporary basis, an FCC spokesman indicated earlier upon issuance of the Commission's proposal regularly to allow remote control operation of certain FM and AM stations and to ease transmitter operator requirements in some cases [B•T, June 9].

FARM DIRECTORS

Now On MSA Foreign Tour

FOUR radio farm directors are among 12 farm experts now on a six-weeks tour of European and Middle East farm communities. The radio men were selected by Mutual Security Agency to teach local farm agents better ways to use radio to spread agricultural information.

Farm directors include Sam B. Schneider, KVOO Tulsa, and president of the National Assn. of Radio Farm Directors; Claude Mahoney, CBS Radio; C. W. Jackson, KCMO Kansas City, Mo., and Lawrence Haeg, WCCO Minneapolis. The group left May 23 and will return about July 1.

Young Performer

BOB VESEL, program director of WMTR Morristown, N. J., thinks he has helped set a record for the youngest performer to appear on radio. Two days after his wife had given birth to a daughter April 28, Mr. Vesel had recorded the infant's cry and played the tape during a WMTR commercial for Jersey Central Power & Light Co. Sales message: Modern lighting and power make today's maternity ward a pretty safe place for mother and child.

In Wisconsin... You Can't Complete Your Coverage Without WKTY

Ask Weed and Company

The La Crosse Tribune Station

WKTY PROMOTES!

In 1951 WKTY programs and advertisers received more than 6,000 inches of display space in La Crosse and area newspapers!

Station B used slightly over 2,300 advertising inches . . . Station C none!

Only on WKTY do advertisers inherit this promotional affiliation with Western Wisconsin's largest daily newspaper and area weeklies!

And only on WKTY can advertisers complete their Wisconsin coverage picture!

LA CROSSE, WIS. 580 kc 1,000 w plus ABC

A LEE Radio Station

WKTY ratings are UP 204% in two years!

Meet your BEST CUSTOMER

Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer.

One-tenth of all these prosperous prospects for your product live in WLW-Land—One-tenth of America. The best way to reach them is by Radio . . . and the most effective and economical radio in this area is WLW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.

WLW The Nation's Station

New Survey Shows Radio's Bigness

(Continued from page 27)

secutive 21-day period (including "follow-up" questionnaires), with each separate subsample proportioned in terms of the population estimates. As a result, we were able to obtain an adequate representation for each day in the 7-day cycle.

All "program rating" systems in present use are limited in terms of one common aspect. None of them can possibly provide an adequate measurement of radio's circulation, because none of them include auto-radio listening among their data. This limitation was not too important ten years ago, perhaps, but today—when some 40% of the market households have one, or more, radio-equipped automobiles or trucks—the auto-radio audience constitutes a highly important segment of the total listening audience. And, this is particularly true during the spring, summer and fall months when use of autos for family pleasure trips is greatly increased.

For years, broadcasters have heard so much talk about "summer hiatus" that they have come to believe that radio really does die a little come June. Here again, program ratings are at the core of the problem. The "summer hiatus" concept has been justified on the basis of rating evidence that in-the-home listening drops off sharply in urban homes with the coming of warmer weather. But, when people in urban homes leave their homes for recreation, where do they go? Some of them—on the basis of the evidence in hand, *many* of them—make increasing use of their automobiles for recreational purposes. And, when a man uses his auto for recreation (or for business) he is quite likely to tune-in his auto-radio, at least for part of the trip.

Auto Listening

In order to obtain some measure of the extent and characteristics of this auto-radio audience, we asked the following series of questions.

In terms of what happened YESTERDAY, how many times was the family auto(s) used for separate and different trips?
About how long (in hours and minutes) did the particular trip take? (asked about each separate trip)
"About how long (in hours and minutes) was the CAR-RADIO in use during the trip? (asked about each separate trip)
How many people . . . men, women and children (by age-groups) . . . were in the car during that particular trip?

The data obtained with this question-series are rather extensive, and they will be discussed more fully in a separate report. In general, however, we found that . . .

- The average auto-radio family makes about *32.5 separate trips*, in the family car, *during a typical 7-day week.*
- The *average auto-trip consumes about 57.4 minutes* (including "parking time"), and the *auto-radio use averages 12.6 minutes per trip.*
- On a typical trip in a family-owned auto there are *about 1.71 people (including the driver) in the car, on the average.* This includes *0.81 adult men, 0.52 adult women* and *0.24 children between 5 and 18 years of age.*

When these statistics are projected to the estimated 126,700 households with auto-radio, we find that approximately *4,117,750 separate trips are made in family-owned radio-equipped automobiles during a 7-day week*, and that these trips involve some *3,936,570 hours of auto use, including "parking time"* during a typical week. And, of this total, *auto-radios are tuned-in about 22% of the total time for an approximate total tune-in of 864,700 hours* during a typical 7-day week. All in all, some *1,150,100 adult-hours* are spent in auto-radio listening in a typical week.

In summary: Radio continues to hold its prime place among the media in the Louisville Market. However, some definite changes in "listener behavior" are becoming more apparent. The great increase in the ownership of portable sets, the widespread distribution of AM sets in "work rooms" in and about the home, and the relatively heavy use of auto-radio, all of these point-up the fact that radio's audience is changing, rapidly and markedly, in TV markets.

Radio enjoys one important advantage that the other media cannot match. It is the only solely auditory medium. Radio reaches people when they are concurrently engaged in other activities. And, if the broadcaster is to successfully satisfy the needs of his working/transient/relaxing audience, he must play radio's unique advantage to the very hilt. He must develop "stopper" commercials—messages with high attention-getting attentiveness. And, in between the attention-grabbers, he must program easy-to-listen-to material that does not tax the attending powers of the listener too much. In short, he must program for "tomorrow's audience"—because "tomorrow" is almost here.

TABLE I

THE LOUISVILLE MARKET SAMPLE FOR MARCH, 1952

	Original Sample (21 'mailings') number	%	Segments returning usable Q-schedules. number	%	Estimated number of households in market segment
CITY Households (including Jeffersonville and N. Albany)					
Socioeconomic A (white)	129	4.6	96	9.2	14,490
Socioeconomic B (white)	384	13.7	114	10.9	43,160
Socioeconomic C (white)	512	18.3	192	18.4	57,840
Socioeconomic D (white)	50	1.8	12	1.1	5,670
Negro Households	204	7.3	36	3.4	23,000
Jefferson (Ky.), Clark TOWNS	188	6.7	66	6.3	21,310
& Floyd (Ind.) FARMS	70	2.5	12	1.1	7,800
TOWN Households					
Northeast Quad., to 30 miles	28	1.0	7	0.7	3,150
Southeast Quad., to 30 miles	28	1.0	10	0.9	3,150
Southwest Quad., to 30 miles	36	1.3	30	2.9	4,100
Northwest Quad., to 30 miles	25	0.9	18	0.9	2,840
Northeast Quad., 30-60 miles	162	5.7	90	8.6	17,960
Southeast Quad., 30-60 miles	149	5.3	77	7.4	16,700
Southwest Quad., 30-60 miles	225	8.0	96	9.2	25,200
Northwest Quad., 30-60 miles	163	5.8	42	4.0	18,270
FARM Households					
Northeast Quad., to 30 miles	17	0.6	16	1.5	1,890
Southeast Quad., to 30 miles	22	0.8	8	0.8	2,520
Southwest Quad., to 30 miles	22	0.8	6	0.6	2,520
Nortwest Quad., to 30 miles	17	0.6	6	0.6	1,890
Northeast Quad., 30-60 miles	109	3.9	24	2.3	12,200
Southeast Quad., 30-60 miles	81	2.9	30	2.9	9,140
Southwest Quad., 30-60 miles	78	2.8	36	3.4	8,820
Northwest Quad., 30-60 miles	101	3.6	20	1.9	11,340

Estimated Total In The 60-Mile-Market: 315,000 households

TABLE II

AVERAGE NUMBER OF MEMBERS OF THE TYPICAL HOUSEHOLD 'AT HOME AND AWAKE', AND AVAILABLE TO IN HOME RADIO

	. . . on a typical WEEKDAY in March (Base: 738 households)						. . . on a typical SATURDAY in March (Base: 66 households)						. . . on a typical SUNDAY in March (Base: 240 households)					
			Children						Children						Children			
Time-Segment	Adult Men	Adult Women	To 5	5 — 9	10 — 14	15 — 18	Adult Men	Adult Women	To 5	5 — 9	10 — 14	15 — 18	Adult Men	Adult Women	To 5	5 — 9	10 — 14	15 — 18
5am — 6am	.40	.54	.16	.07	.11	.07	.36	.64	.18	.07	.12	.04	.02	.28	.10	.08	.10	.04
6am — 7am	.38	.69	.20	.11	.16	.06	.36	.82	.36	.08	.10	.04	.25	.35	.10	.08	.10	.04
7am — 8am	.47	1.00	.41	.24	.10	.09	.73	1.00	.36	.14	.10	.06	.40	.68	.23	.15	.12	.06
8am — 9am	.21	.95	.51	.07	.00	.00	.45	1.36	.36	.11	.19	.09	.43	.80	.25	.13	.18	.06
9am — 10am	.15	.95	.46	.08	.00	.00	.36	1.18	.36	.09	.16	.11	.35	.80	.25	.10	.15	.06
10am — 11am	.11	.89	.42	.07	.00	.00	.36	1.00	.36	.07	.11	.06	.25	.75	.20	.08	.10	.04
11am — 12N	.20	.86	.43	.08	.03	.01	.36	1.36	.36	.05	.13	.06	.35	.68	.20	.05	.13	.04
12N — 1pm	.29	.94	.47	.12	.02	.01	.36	1.18	.36	.10	.20	.09	.40	.78	.23	.10	.20	.08
1pm — 2pm	.21	.90	.33	.12	.00	.00	.64	1.09	.36	.08	.12	.15	.50	.95	.18	.08	.13	.06
2pm — 3pm	.13	.87	.34	.17	.07	.00	.55	.82	.18	.05	.06	.07	.40	.73	.13	.05	.05	.04
3pm — 4pm	.16	.84	.41	.27	.20	.10	.45	.73	.18	.08	.06	.07	.38	.65	.08	.08	.05	.04
4pm — 5pm	.25	.92	.41	.27	.16	.14	.73	.91	.36	.13	.14	.09	.50	.75	.18	.13	.15	.08
5pm — 6pm	.48	1.00	.47	.36	.22	.17	.64	.91	.36	.21	.25	.14	.60	.83	.18	.20	.25	.12
6pm — 7pm	.64	.97	.49	.33	.21	.14	.64	1.00	.27	.16	.24	.15	.70	.90	.18	.15	.23	.12
7pm — 8pm	.63	.95	.38	.29	.18	.12	.82	1.09	.27	.16	.24	.12	.63	.80	.17	.15	.23	.12
8pm — 9pm	.67	.93	.28	.15	.12	.11	.82	1.09	.18	.12	.22	.10	.63	.78	.16	.10	.23	.10
9pm — 10pm	.54	.85	.13	.10	.08	.13	.64	1.00	.18	.12	.09	.09	.65	.80	.15	.10	.10	.10
10pm — 11pm	.42	.57	.02	.04	.08	.09	.73	.91	.00	.04	.06	.05	.50	.60	.08	.03	.05	.05
11pm — 12M	.34	.46	.00	.04	.07	.06	.55	.45	.00	.06	.07	.07	.43	.43	.08	.05	.08	.04

*Assuming the essential representativeness of the sample, any 'within cell' statistic may be multiplied by the estimated population of households in the market (315,000) to obtain an estimate of the available in-the-home audience in that category.

WJPG

THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE

GIVING MORE PEOPLE MORE REASONS TO LISTEN MORE OFTEN

EMPHASIS ON LOCAL NEWS, SPORTS, EVENTS, AND ENTERTAINMENT FAVORITES

PLUS

MUTUAL'S HEADLINERS

Nearly Everyone in the Green Bay Area has a compelling reason to listen to WJPG some time every day.

GREEN BAY IS A FAVORITE TEST MARKET

WJPG Green Bay, Wisconsin

McGILLVRA, Rep.

New York • • • • Chicago

Film Report

(Continued from page 86)

Clyde Bruckman and **Harold Goodwin**. Negotiations have already started for release in South America and Europe.

* * *

Sterling Television Co., New York, has acquired from The Michelangelo Co. exclusive rights to "The Titan." Robert Flaherty's Academy Award winner based on life of Michelangelo.

Production . . .

Maurice Kosloff Productions, Hollywood, is preparing a half-hour TV film series, *Roaring Twenties—U.S.A.*, for mid-July production. Based on the experiences of ex-New York detective, **Barney Ruditsky** of the Broadway gangster squad, each film will dramatize highlights in the lives of such underworld characters as Dutch Schultz, Lucky Luciano, Jack "Legs" Diamond, Waxey Gordon and Louis Buchalter.

Writing the scripts is **Hal Biller**, radio-screen writer, which Mr. Ruditsky will open and close with narration. **George Moskov** is to be the director and **Louie Diaz** will be the associate producer.

* * *

Sam Hersh, president of **Family Films**, Beverly Hills, Calif., announces completion of the first group of 13 *Living Bible* films, produced in color for release in color and black and white. The 15-minute lesson units portray events in the life of Christ. **Nelson Leigh** portrays Christ in the films and **Howard Dew** is the director. According to Mr. Hersh, these are the first films using the literal text of the modern English of the revised standard version of the Bible. Release dates are set for September.

* * *

Wizard Telepictures Co., Hollywood, has started production on a quarter-hour TV film series, *The Wizard of Dreams*. Fantasy-comedy-musical series co-stars film actors **Chick Chandler** and **Franklin Pangborn**. **Boris Petroff** is the producer-director.

* * *

Gene Autry's Flying A Television Co., Hollywood, is producing 13 half-hour TV film series, *Death Valley Days*, for **Pacific Borax Co.**, New York (20 Mule Team Borax), sponsor of the radio version. **Stuart** and **Darrell McGowan**, motion picture producer and director, have been signed to serve in those capacities with **Ruth Woodman** adapting scripts. **McCann-Erickson Inc.**, New York, is the agency.

* * *

Bing Crosby Enterprises, Culver City, has started production on its recently-acquired **Bret Harte** short story, "Tennessee's Partner," for inclusion in *Rebound*, a half-hour TV film series. **Jack Patrick** wrote script adaptation for producer-director, **Bernard Girard**.

* * *

Supporting roles assigned to **Dennis Ross**, **Howard McNear** and **George Pearson** in "The Gentle Years," first in *Ethel Barrymore Theatre* half-hour TV film series being produced by **Interstate Television Corp.**, Hollywood, a subsidiary of Monogram Pictures. **Walter Brennan** stars in the first film, which is narrated by **Ethel Barrymore**. **Will Jason** directs from an original script by **Jack Ruben** and **Jameson Brewer**. Producer is **Lee Savin**.

* * *

Three more films will soon go into production for CBS-TV *Schlitz Playhouse of Stars* with directorial duties assigned to **Edward Mann** by producer **Edward Lewis**. **Virginia Field** and **Willard Parker** co-star in "Mr. and Mrs. Trouble", now being filmed. **Irene Dunne** narrates the half-hour series.

* * *

Lou Lilly Productions, Hollywood, has been formed by **Mr. Lilly**, production supervisor and scenario department head for Jerry Fairbanks Productions, to film TV programs and commercials. Headquartered at KTTV (TV) studios, production starts immediately on a 13 half-hour situation comedy TV film series, *The Boy Friend*, featuring screen actor **Todd Karns**.

* * *

Six more half-hour films in **Kellogg Co.'s** *Wild Bill Hickok* TV series, filmed by **William F. Broidy Productions**, Hollywood, get underway June 18. **Guy Madison** and **Andy Devine** head the cast.

Twin Celebration

NOT only did new 10 kw station KBIG Avalon, Calif., start operating on 740 kc, June 1, but President-General Manager John H. Poole, was father of twin girls, Caroline Marie and Claudia Maria, the preceding evening. (Story on KBIG opening page 58.)

Film People . . .

Walter Klinger, in charge of sales for **Scandinavian-American Television Co.**, Beverly Hills, has returned from Copenhagen where the firm is filming *Hans Christian Andersen* TV series. Already completed are "Emperor's New Clothes", "Little Claus and Big Claus", "Simple Simon" and "The Swineherd." Mr. Klinger is arranging for distribution on 26 which are to be ready for fall release. Recently added to company is **Reginald Wyer**, head cameraman for *Seventh Veil*, *Quartet* and *Trio*.

* * *

Roland Reed, head of **Roland Reed Productions**, Culver City, Calif., is abroad for six weeks to study the feasibility of television film production outside of the United States. With several proposed TV film series in mind. Mr. Reed will tour England, Italy, Sweden, France and Norway inspecting studios and facilities.

* * *

Arthur B. Canning has joined the **George F. Foley** TV packaging and production firm as a sales representative. Formerly an account executive with Newell-Emmett Co. and divisional sales manager of the Brown Co., Boston, Mr. Canning will handle such programs as *Tales of Tomorrow*, *Dr. George Gallup Show*, and *Coast Guard Cadet on Parade*.

* * *

Arline Judge, former screen star, is to make her TV film debut in *Kerry Drake* series being produced by **Hafner-Haperin Inc.**, Culver City. She will portray *femme fatale* to **Sterling Hayden's** detective.

* * *

Hedy Lamarr has been signed for 36 half-hour television films to be produced in color by **Victor Pahlen** and associates in Mexico City. The series, titled *Great Loves*, will feature Miss Lamarr as the feminine partner in famous love stories. Production is scheduled to start July 1. Each film is budgeted in excess of $20,000, it was reported. In addition to her salary, Miss Lamarr will also share in the profits from the venture. Director of the series is **Edgar Ulmer**.

* * *

William Castle, contact director for Columbia Pictures, is on loan to **Pennant Television Productions Inc.**, Hollywood, as alternate director with **Harold Schuster** on *Date With Destiny*, half-hour TV films.

* * *

Hillary Brooke and **Clarence Kolb** have been signed for supporting roles in CBS-TV *My Little Margie*, summer replacement of *I Love Lucy* for **Philip Morris**, being produced by **Hal Roach Jr.** and **Roland Reed Productions**, Culver City.

* * *

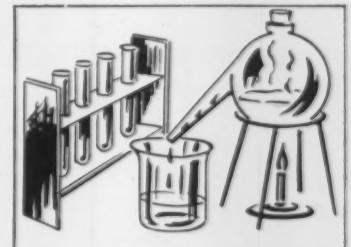
William Asher, Hollywood director, has been signed to write and direct 26 quarter-hour TV films for **Proktor Syndicated International**, New York, with shooting to start July 21 on the first 13. **Bernard Prokter** is the producer and **Don Ameche** is the m.c.-narrator.

Headline Club Meet

WILLIAM RAY, director of news and special events at NBC Chicago, speaks to the Chicago Headline Club, chapter of Sigma Delta Chi journalism fraternity, at a dinner meeting tomorrow (Tuesday) night. He will appear in a forum on news coverage plans for the upcoming political conventions in Chicago with Charles Hacker, Republican Convention manager, W. Neil Roach, Democratic Convention manager, and Alvin Orton, AP chief in Chicago.

EDGAR BERGEN, star of CBS Radio *Edgar Bergen-Charlie McCarthy*, starts first of several night club engagements, June 21, to break in material for next season's TV appearances.

Pinning it down!
Your sales message is pin-pointed in Youngstown when you use WBBW — the new ABC affiliate.
WBBW serves a half million listeners in Ohio's third richest market. Here's pin-point selling heard in the homes of prospective buyers — not on a distant hillside.
WBBW serves you best in Youngstown with its . . .
CONCENTRATED COVERAGE
AND
NO WASTE CIRCULATION
REP. FORJOE & CO. INC.
ABC
WBBW



And the final test is cost per 1000!
You'll find KWK's LOW—low cost per thousand radio homes delivered makes...
KWK the radio buy
in St. Louis!
Your Katz man has the facts based on Pulse reports!
Globe-Democrat Tower Bldg. Saint Louis
KWK
Representative
The KATZ AGENCY

Radio Needs Muscle

(Continued from page 32)

be largely neglected by TV, partly because of commercial demands on TV time and partly as a simple matter of TV economics.

Don't get me wrong. TV is a marvelous medium. And like radio it is a great challenge to those of us working at it. I want to see both mediums prosper. But TV is a glamour boy. If you're wed to him alone, he can get real wearisome and demanding. Radio might be compared to the unglamorous husband who has been bringing home the bacon but may get unbearably dull at times. Fortunately it's permissible to be bigamous and wed to both, and both will be welcome under the same roof.

And fortunate indeed are those station owners who have a stake in both mediums, for they can complement each other. TV can bring the complete sight and sound, at a price, but may never be able to economically operate locally as radio does with its opportunity to do more things less expensively and with less advance planning.

From the station's viewpoint, it's less trouble to sit on one's fat fanny and just take network feeds, only now that the feeds are largely sustaining, the fanny is going to thin out. So since it's going to thin out anyway, why not replace the fat with a little muscle. Programming muscle, that is.

The lack of network night commercials has given radio stations this opportunity for a new start, and it is to be hoped that the chance isn't muffed. Currently national spot business is pretty healthy, so stations have a far better start than when they originally began, for national station representation hadn't yet been formulated, and station income was of the most haphazard variety. How long national spot will now prevail as a major source of income will depend on radio's appeal to the public. As TV continues its inroads on public attention via inevitable expansion, radio must have good sound business reasons for survival. Despite its record of frequent impressions at low cost, a dwindling radio audience will of necessity become suspect under the eagle eyes of the agency research boys.

So it is to be hoped that the industry just doesn't sit around and fret too much about possible network rate cuts with a per cent of a percentage involved. Some rate cuts may be inevitable, and many adjustments may be in the offing. It certainly is no time for crying, but a time for displaying some of the guts that built radio in the first place. Radio stations might well invest in more programming people—give bonuses to employes who are alert and come up with suggestions for feasible local programs and program stimulants. A revival of the imagination and drive that pioneered the industry will certainly please the most important friend and ally the radio station has—his representative—for certainly they have a mutual interest in making the station's audience attractive to the card rate buyer, who is always very jealous of his dollar's buying power.

Whether prosperity continues for radio, or whether austerity sets in, the medium should put its house in order by doing the things it does best, plus the things that TV is least apt to do. Tune-in incentive should be heightened, if radio will again become a more integrated part of the community.

Radio has to stay. We can ill afford to lose such a medium. True, radio is on a reducing diet not of its own choosing, but it will eventually become a harder hitting, leaner looking fellow, and will be healthier and more attractive.

GET THE BIG PLUS IN CINCINNATI

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY

BUSY Drue Smith (behind microphone), who has joined WAPO Chattanooga, Tenn., from WDOD same city, has signed Quaker Oats Co. for sponsorship of a quarter-hour segment of her 45-minute morning show, *Drue Smith & Bee*, which Quaker extended six months for Aunt Jemima all-purpose flour at the end of the original 13-week contract. Arranging for the deal were (l to r): Walter H. Stamper Jr., WAPO salesman; Nelson Krepps, WAPO production and promotion manager; Fred Kerns, Quaker official; Drue Smith and her show partner, Bee Bee (Bernard Brown), and Ramon Patterson, WAPO owner. Other WAPO shows conducted by Drue Smith are *Party Line*, sponsored every afternoon by the Electric Power Board of Chattanooga, and *House Party*, sponsored Sunday afternoon by Miller Bros. department store, Chattanooga.

New Business

(Continued from page 16)

OF HOLLYWOOD COSMETICS, L. A., appoints Jimmy Fritz & Assoc., Hollywood, to handle advertising in western states.

COLLINGDALE FEDERAL SAVINGS & LOAN Assn. appoints Benjamin Adv., Phila.

TONI Co., Chicago, appoints Weiss & Geller, that city, for Prom hair permanent.

COCK 'n BULL PRODUCTS, L. A. (Ginger beer), names Leonard Shane Agency, that city. Radio-TV will be used.

SUNLITE BAKING Co., San Jose, Calif., names Richard Jorgensen Adv., that city.

BAKER CONSTRUCTION CO., Pasadena (swimming pools), names L. J. Swain Adv., Whittier, Calif.

LOVEKIN WATER HEATER Co. appoints Charles A. White Jr. & Co., Phila.

THRIFTY DRUG STORES, L. A., names William W. Harvey Inc., that city, to handle all vitamin products.

MUSIC FOR PORTLAND COMMITTEE, Portland, Ore., appoints Houck & Leland, that city.

MAGIC PANTRY Co., L. A. (mfrs. home freezers), appoints Factor Breyer Inc., that city. Media includes radio-TV.

Adpeople • • •

HALE R. TALBOT, assistant advertising manager, Pure Oil Co., Chicago, promoted to advertising manager.

JOHN B. HOLMES, former media director, McCann-Erickson, Chicago, named advertising manager of Hertz Driv-Ur-Self System there.

KARL F. DINNAUER, advertising manager, W. A. Sheaffer Pen Co., Fort Madison, Iowa, named assistant to **GRANT F. OLSON**, vice president in charge of advertising, foreign service and defense production. **DON A. REED**, assistant public relations director, appointed assistant to Mr. Dinnauer.

RALPH R. LEDDER, account executive, Walter McCreery Inc., Beverly Hills, rejoins W. & J. Sloane, that city (home furnishings), as advertising manager.

J. CALVIN AFFLECK, sales promotion manager, Receiver Div., Allen B. DuMont Labs., named advertising manager in addition to present duties.

WILLIAM H. HARR promoted to marketing service manager, Lever Div., Lever Bros. Co., N. Y.

DOLLY REED, beauty editor, *McCall's* magazine, joins advertising department, Sales Builders Inc., L. A. (distributors Max Factor Hollywood make-up and Signature products).

FBB TRANSFER
CLU Urges Hearing Be Held

FLUENCE of Anaconda Cop- Mining Co. in the affairs of ontana was cited last week by e American Civil Liberties Un- in a letter urging FCC to hold hearing on the proposed trans- of control of KFBB Great lls, Mont., to Fairmont Corp., olly-owned Anaconda subsidiary. ACLU contends approval of the nsfer without a hearing would late "the civil liberties prin- le of diversification in the nership and policies of the media mass communication." ACLU ted Anaconda "already owns or ntrols six Montana newspapers d has an interest in a seventh." The transfer application, filed th the Commission early this ar, requests approval to acqui- ion of control of KFBB by Fair- unt Corp. through purchase of % interest for $157,080 from ed Birch [B•T, Feb. 5]. Mr. rch would retain a minority in- rest. KFBB is assigned 5 kw lltime, directional night, on 1310

P PLANS
Underway for Convention

NAL U.P. plans for political con- ntion news coverage, on behalf of mber radio stations, have not en drawn, but will be effected on ale corresponding to reporting newspaper members, which calls "record strength" staffing, John Madigan, U.P. radio news man- er, has announced.

News for TV station members ll be filed over special TV script re, it was reported, with film verage by United Press Movie- ne News to be processed specially an on-scene plant. TV coverage to be headed by William C. Pay- e, U.P. television manager, as- ted by Chiles Coleman, southern vision news manager, William R. ggenbotham of the Washington reau, and John Zischang and arles Schuman of New York ovietone bureau.

RESENTATION of honorary plaque s been made to WGAR Cleveland 4th Group, Ohio wing of the Civil r Patrol for "outstanding contribu- ns to the field of aviation."

RADIO REPUBLIC INDONESIA
Is "Most Important" Way To Reach People

"RADIO is the more and more important way to reach our people," the director-general of Radio Republic Indonesia said while visiting New York.

The official, whose complete name is Mr. Maladi, explained that broadcasting is about the only mass medium in a country where more than 60% of the people can not read the Roman alphabet.

Indonesian radio is not limited to educating and informing the people, or to explaining the 3,000-mile-long archipelago to neighboring countries, but can even be identified as one of the primary sources of the democratic government, itself, Mr. Maladi said.

The facts might best be told in Mr. Maladi's own story:

As a teacher in Surakarta (on the island of Java), he was asked to help write scripts for the local radio station, not too long after radio was introduced to the islands in 1933. He started writing sports commentaries for the athletic-minded Indonesians, who reacted so strongly to such radio fare that today blow-by-blow accounts of major American boxing matches are rebroadcast on the islands two days after the event.

Sports Successes

The success of sports shows led him to suggest that the station branch out similarly in other fields and develop beyond the purely Javanese art programs it featured almost exclusively. He was given the chance to put his ideas into effect, and at the end of the four years was made honorary secretary of BBRK, the federation of national radio in Indonesia. It was a post he held proudly, albeit modestly, however, for he received no salary.

Then the Second World War started, the Japanese took Indonesia, and radio was seized by the invader. People were forbidden to listen to anything except "permitted" broadcasts and their frequently inspected radios were fixed to receive only Japanese stations, with the adjustments sealed by an imperial imprint. Workers of the underground reproduced the seal, broke the original on their sets, listened to forbidden channels and then replaced the official mark on their receivers. Mr. Maladi remembers that at that time (1943), San Francisco's Voice of America became the primary source for the commodity otherwise controlled by the Japanese: world news.

Chris J. Witting (standing), director-general manager, DuMont Television Network, and Mr. Maladi inspect TV control room equipment.

When the Japanese were replaced by Dutch troops at the end of the war, the same local people who resisted invasion fought against colonization and continued to operate the native radio system. Today, the history of the republic's founding can be read in radio logs maintained by radio people during these troubled times.

After independence, Mr. Maladi, like other underground leaders, was given a post in the government he had helped establish and was named director-general of the national radio network. Since 1950, he has maintained his offices in Djarkarta, the capital city, where broadcasting and government continue to be centralized.

As director-general of the state-owned network, Mr. Maladi supervises a system of 24 stations, to be increased by 10 additional outlets as soon as equipment ordered from the United States arrives.

Newspaper circulation is estimated at about 15,000. The lead in educating the nation's 80 million persons is thus taken by radio via the country's 225,000 sets—with one receiver often serving as many as 200-300 people in a single community listening center.

The director-general since April 10 has been making a three-month tour of American radio markets. After visiting, observing and inspecting network operations in New York, he scheduled stops in other principal cities.

On All Accounts

(Continued from page 12)

packages, Mr. Stone now handles the merchandising elements for Sonja Henie, Jackie Robinson, Penguin, Howdy Doody, and Gabby Hayes.

Currently, in addition to *Howdy Doody*, which is a fully-sponsored half-hour each day across the board on NBC-TV, the firm is represented by the *Gabby Hayes Show*, sponsored by Quaker Oats, five times weekly on television; *Author Meets the Critics* on DuMont, *Howdy Doody* on NBC radio, and *Jackie Robinson*, sponsored by Best Foods on NBC radio.

Mr. Stone has been married to the former Lyndel Laura Schwartz since Aug. 1, 1940. The Stones have two children, Judith, 9 and Richard, 6.

O Tempora! O Marconi!

CLIMAX to radio giveaway shows was reached when Mrs. Franklin R. Hart, as prize in a guessing contest by WHIL Medford, Mass., was given the station itself—for one day. Mrs. Hart invited in all the neighbors last Monday to watch WHIL engineers and disc jockeys operate from her home.

In Altoona it's **WVAM:**

First with top programming — *First* in the heart of a rich Central Pennsylvania Market.

"Most Powerful—Most Popular"

first with the finest DAY AND NIGHT

Weed & Co. *representatives*

1000 WATTS WVAM CBS IN ALTOONA 1430 ON YOUR DIAL

WWJ

•

NBC AFFILIATE IN DETROIT

•

Owned and Operated by THE DETROIT NEWS

•

National Representative THE GEORGE P. HOLLINGBERY COMPANY

LANG-WORTH's newest show, *This Is the Hour*, 60 minutes daily of broadway show tunes, light classics and songs from movies, is drawing favorable sponsor and audience reaction, according to C. O. Langlois, Lang-Worth president. Mr. Langlois says that *This Is the Hour* was especially designed as a show case for commercial spots and that it is the first of five new shows of broad popular appeal being added at monthly intervals for release to the Lang-Worth Transcribed Program Service.

programs promotion premiums

BILLBOARD PLUGS RADIO

OPENING of new super highway to Virginia Beach has prompted WCAV Norfolk, Va., to contract for three outdoor billboard locations on the new highway. Billboards will be used to plug station's summer resort programming. Business was placed through John McLaughlin Advertising.

FIRST HAND ACCOUNT

KOREAN airlift assignment has been completed by Esther Van Wagoner Tufty, Washington correspondent for 300 newspapers and 21 radio stations. Objective was to pick up a GI wounded at the front and fly back with him to the homefront. Report written by Mrs. Tufty deals with her experiences and those of Douglas MacKissock, the wounded soldier.

WHAS-TV INTERNSHIP

FOUR radio arts majors at the U. of Kentucky have been selected by WHAS-TV Louisville for a 10-weeks summer TV internship at the station. The program will offer the students working experience with WHAS-TV, co-sponsor with the university of the training plan.

'WLBE JAMBOREE'

ENTIRE three hours of *WLBE Jamboree* on WLBE Leesburg, Fla., has been sold to Howard & Ferguson Inc., distributor for Shell Oil Products, and 21 area Shell dealers. Heard from 5-8 p.m. Saturday, *WLBE Jamboree* is a hillbilly request show. J. Allen Brimmer is m. c.

BUSY BEE PROMOTION

HONEY colored promotion folder has been distributed by Beehive Network consisting of KSL Salt Lake City and KSUB Cedar City, Utah, and KEEP Twin Falls, KEYY Pocatello and KID Idaho Falls, Ida., announcing that business wise "Everything's humming here!" Copy points out that network's outlets in Utah and Idaho have a potential audience of 45,740 more radio families than any competing radio network.

'MUSIC TO MOW BY'

MUSIC to read by, music to dine by and music to buy by has always been featured by WCCC Hartford. Now it has *Music to Mow Your Lawn By*, a new program sponsored by the Hartford Equipment Co. The firm offers to mow the lawn for the lucky listener who can identify the "Mower Mystery Melody." Come winter, says Walt McGowan, WCCC news editor, and listeners probably will hear music to shovel snow by.

BEST MICHIGAN TALENT

BEST Michigan amateur teen-age vocal talent will be aired by WJR Detroit this summer. Talent hunt is being staged by WJR and the Junior Chamber of Commerce. Don Large, WJR choral director, will visit the entire state and will act as a judge in all regions. The WJR mobile studio will be used for most outstate programs. Broadcasts are being handled by Ron Gamble, director; Donn Chown, script writer, and Jim Garrett, m.c.

GEORGIA SONGWRITERS

YOUNG Georgia songwriters are being given a chance to introduce their works by WSB Atlanta. Each day, a Georgian's tune is aired. At the end of the month a champion song will be selected, recorded and forwarded to a publisher for consideration.

SPOT GETS RESULTS

MATCHING a current spot announcement on *Jewish Varieties* on WERE Cleveland dollar-for-dollar with an ad in newspapers for Mothers Day last year, the Davis Restaurant in Cleveland enjoyed 85% more business this year than the previous one, according to station reports. Show is aired on Saturday night and is written, produced and broadcast by Isadore Scheon, one-time program director at WEVD New York.

PRIMARY COVERAGE

CAMERAS were taken into the city room of the *Greensboro Daily News* by WFMY-TV Greensboro, N. C., to cover the May 31 Democratic primary. Arthur C. Stringer, promotion manager, said, "We are very proud of this special coverage which I am sure marks a 'first' in the Carolinas if not in the entire South." Gomer Lesch was in charge of the TV operation.

AIDS SHRINERS' EXPOSITION

SHRINERS' Exposition at Pleasure Beach, Bridgeport, Conn., was helped to success by WICC Bridgeport's Wallie Dunlap and Bob Crane. All of the more than 80 exhibitors in the five-day fair reported favorable business. Paid admissions were estimated unofficially at 80,000, with all proceeds going to the Cerebral Palsy campaign.

STATION'S SALES FORMULA

SERVING a market rather than selling it is topic of promotion piece issued by KMMJ Grand Island, Neb., and KXXX Colby, Kan. Experienced farm programming, copy points out, leads to sales. Reprint of a letter from Ball & Davidson Adv., Denver, giving results of survey conducted by the agency which placed KXXX on top in radio listenership, is featured in the brochure.

HEALTH PROGRAMS

NEW radio series giving news behind the news of progress in health, medicine and science began June 7 on NBC, *Your Key to Health*, scheduled for weekly broadcast, stars Jane Froman, relating health feature stories, and Ben Grauer reporting health news. Series is being presented in cooperation with Health Information Foundation.

KIDDER, PEABODY & Co.'s mutual funds department, New York, is testing series of one-minute commercials via WGHF-FM New York. Firm has also extended *Your Money at Work* on WOR same city every Sunday through July. Doremus & Co., N. Y. is the agency.

CONCISE PROGRAMMING

EFFORT is being made by WAAM (TV) Baltimore to give Marylanders complete news, sports and weather information. Three consecutive five-minute programs are being presented each weekday evening. Ted Jaffee, Nick Camfreda and Bill Watson will dispense news, sports and weather information, respectively, in the programs *The Newsman*, *The Sportsman* and *The Weatherman*.

TV'S SERVICE STRESSED

STORY of community service through TV has been told by WEWS (TV) Cleveland in brochure treating station's public service activities. There is a pictorial account of efforts of the station in cooperation with religious, civic and educational leaders to utilize the medium to its best advantage. Booklet's introduction states "Television—combining the arts of sight and sound—can be the clearest, brightest light to illuminate our world today."

SPOTS INCREASE

TO reach Southern California swing shift workers, Orby's Women's Apparel Store, L. A., purchased some spot announcements on *Alex Cooper Show* on KLAC Hollywood six times weekly. Results were so gratifying that store started 32 spot announcements per week for 52 weeks. Agency for Orby's is Joyce True Adv., Santa Monica.

'QUEEN' TO TOKYO

AUDIENCE for July 23d broadcast of MBS *Queen for a Day* must be composed of women with sons or husbands serving with Armed Forces in the Far East. The Old Gold cigarettes sponsored show will send the queen to Tokyo, via Philippine Airlines, for an eight-day visit with son or husband. Military leave will be granted as soon as contestant is selected. On her way home, winner will have stop-over in Manila and Honolulu.

WORC TREASURE HUNT

TREASURE hunt was sponsored by WORC Worcester, Mass., fortnight ago. Clues were broadcast by Dick Dowling leading participants along a circuitous route which finally ended at the new WORC studios. Mrs. Muriel Porter, first to reach the prize, won $100. Other people finding the finishing point were awarded merchandise prizes.

SALES FORECAST

SMARTEST place to spend the summer is at WCAU Philadelphia, according to promotion folder released by that station. Copy builds idea that wherever you go WCAU goes too. Reader is advised to "put your sales story on WCAU where there's never any vacation from listening or *buying*."

"Operation Grocer" Moves Merchandise

(see inside front cover)

WLS CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

upcoming

June 16: BAB Sales Clinic, Philadelphia.

June 16-17: American Marketing Assn., conference, Netherland Plaza Hotel, Cincinnati.

June 16-18: National Assn. Radio Farm Directors, spring meeting, Raleigh Hotel, Washington.

June 16-19: National Advertising Agency Network, annual management conference, Skytop Lodge, Skytop, Pa.

June 18: BAB Sales Clinic, Baltimore.

June 18-20: FTC hearing on proposed radio-TV trade practice rules, Federal rules, Federal Trade Commission Bldg., 6th & Pennsylvania Ave., N. W., Washington.

June 19: BAB Sales Clinic, Washington.

June 19-20: North Carolina Assn. of Broadcasters convention, The Carolinian, Nags Head, N. C.

June 20: BAB Sales Clinic, Richmond, Va.

June 20-22: Catholic Broadcasters Assn. 5th national convention, New Orleans.

June 20-21: Communications Institute, Bowling Green State U., Bowling Green, Ohio.

June 22-26: Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 23-26: RTMA annual convention, Palmer House, Chicago.

June 25-27: Virginia Assn. of Broadcasters spring meeting, Chamberlin Hotel, Fort Monroe, Va.

June 29-July 2: National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

June 30: BAB Sales Clinic, Syracuse.

July 1: BAB Sales Clinic, Buffalo.

July 1: FCC to commence TV application processing.

July 3: BAB Sales Clinic, Pittsburgh.

July 7: Republican National Convention, International Amphitheatre, Chicago.

July 14: BAB Sales Clinic, Detroit.

July 16: BAB Sales Clinic, Cleveland.

July 18: BAB Sales Clinic, Indianapolis.

July 21: BAB Sales Clinic, Chicago.

July 21: Democratic National Convention, International Amphitheatre, Chicago.

July 23: BAB Sales Clinic, Milwaukee.

July 25: BAB Sales Clinic, Minneapolis.

July 28: BAB Sales Clinic, Denver.

July 30: BAB Sales Clinic, Salt Lake City.

Aug. 15: BAB Sales Clinic, Dallas.

Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 20: BAB Sales Clinic, Houston.

Aug. 22: BAB Sales Clinic, New Orleans.

Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.

Aug. 25: BAB Sales Clinic, Miami.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 28-Oct. 1: Assn. of National Advertisers fall meeting, Hotel Plaza, New York.

Sept. 29-Oct. 1: National Electronics Conference, eighth annual conference, Sherman Hotel, Chicago.

Oct. 12-15: AAAA, Pacific Council annual convention, Arrowhead Springs Hotel, San Bernardino, Calif.

Oct. 20-23: Financial Public Relations Assn., annual convention, Coronado, Calif.

Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.

Nov. 9-16: National Radio & Television Week.

Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.

Dec. 27-29: American Marketing Assn., Conference, Palmer House, Chicago.

THIS is the architect's drawing of the new studio-office building of WIRK West Palm Beach, Fla. Joseph S. Field Jr., WIRK president, said that when the building is completed late this summer, it "will be one of the most modern structures in the Palm Beaches." It was designed by architect John L. Volk of Palm Beach.

PAY RAISES

WSB Okays for CBS N. Y.

AN ACROSS-THE-BOARD salary increase of 7½% for CBS New York employes in the labor grade category and on the payroll March 31 was approved by the Wage Stabilization Board last week.

Several hundred employes of CBS and three of its divisions were affected—CBS Radio, CBS Television and CBS Labs.

Spokesmen for the company said it was trying to pay the retroactive adjustments last Friday, but that because of time limitations some employes might not get the extra money until next Friday. Additional adjustments for overtime put in since March 31, they said, will be paid "at the earliest possible date."

The 7½% cost-of-living increase is based on salaries as of March 31. CBS spokesmen said it was accepted by the employe group of the Employe-Management Committee early in April and then submitted to WSB for its approval.

CD EXHIBIT

KCBQ Airs Preview

PREVIEW broadcast by KCBQ San Diego of the traveling federal civil defense exhibit brought impressive response from listeners.

Charles E. Pearce, CD official, commended the station for "the extremely inspiring program. Your timely half-hour broadcast indicates the great power of radio in arousing public interest."

KCBQ News Chief John Halvorsen toured the exhibit with visiting officials and workmen who were setting up the displays. At the request of Mr. Pearce, KCBQ sent the program tape to Washington as a guide to other stations planning similar programming.

INTERIM dividend of 12½ cents a share on common stock has been declared by directors of Capitol Records payable June 25 to holders of record June 14. Also declared is regular quarterly dividend of 65 cents per share on $2.60 cumulative convertible preferred stock payable July 1 to holders of record June 15.

SHEPHEARD NAMED

Heads Marketing Assn. Unit

JOHN E. SHEPHEARD, research director, Fletcher D. Richards Inc., has been elected president of the New York Chapter of American Marketing Assn. for the coming year, AMA announced Thursday.

Other officers for the 1952-53 season include: John Coleman, supervisor of consumer research, General Foods Corp., vice president; Philip Agisim, assistant director of Advertising research, Cowles magazines, treasurer; Caroline Garnsey, associate director of marketing research, *Woman's Day* magazine, secretary; Melvin J. Davis, assistant research director, Cecil & Presbrey, assistant secretary; Ernest E. Engel, market research department, Thomas J. Lipton Inc., assistant treasurer.

Edward B. MacDonald, manager of media research, Young & Rubicam, and Charles W. Smith, associate manager, McKinsey & Co., were elected directors for two years; Margaret C. Boos, research director, D'Arcy Advertising Co., was elected a director for one year.

Chapter board members serving the second year of two-year terms are: Donald B. Armstrong Jr., vice president, McCann-Erickson; Allen B. Sikes, service manager, ANPA Bureau of Advertising; William A. Reynolds, head of copy and media research, BBDO. Out-going Chapter President A. Edward Miller, director of marketing research, *Life* magazine, will serve ex-officio on the new board.

BOARD of directors of Admiral Corp. have declared a regular quarterly dividend of 25 cents per share on stock outstanding payable June 30 to stockholders of record June 16.

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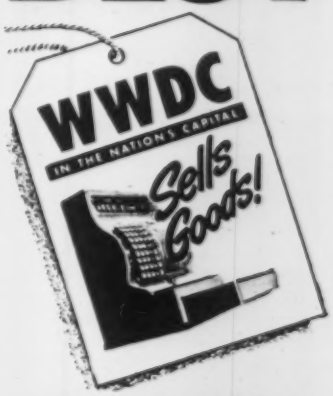

BUY

Ask your John Blair man for the whole WWDC story

June 5 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

KSWB Yuma, Ari.—Mod. CP which authorized new AM for extension of completion date.

WKNK Muskegon, Mich.—Mod. CP which authorized increase in N power and change in DA for extension of completion date.

KSRT (FM) Beverly Hills, Calif.—Mod. CP which authorized new FM for extension of completion date.

WBEN-FM Buffalo—Mod. CP which authorized new FM for extension of completion date.

AM—1010 kc

WEAS Decatur, Ga.—CP to increase power from 10 to 50 kw and install new trans.

Change Studio Location

KBMY Billings, Mont.—Mod. CP which authorized change in frequency and power increase to change trans. and studio location AMENDED to approx. 2 miles west of business district on U. S. Highway ± 10, Billings.

WFOB Fostoria, Ohio—CP to change trans. and studio location from 125 S. Main St., Fostoria to U. S. Highway ± 23, 3.5 miles south of Fostoria: change ant. height above average terrain from 95 to 205 ft.

AM—1150 kc

WRNO Orangeburg, S. C.—CP to change from 1450 kc 250 w to 1150 kc 500 w N 5 kw D, install new trans. and DA and change studio location.

Change Operating Hours

WCAT Rapid City, S. D.—Mod. license to change hours of operation from daily 11 a.m. to 1 p.m. MST to daily 12:30 p.m. to 1 p.m. MST.

License for CP

WMVO Mt. Vernon, Ohio—License for CP replacing expired CP which authorized new FM.

FM—93.3 mc (Ch. 227)

WEMP-FM Milwaukee—Mod. license to change from 94.1 mc (Ch. 231) to 93.3 (Ch. 227).

License Renewal

Following stations request renewal of license:

KSUE Susanville, Calif.; WBML Macon, Ga.; WIOU Kokomo, Ind.; WKBV Richmond, Ind.; KBIZ Ottumwa, Iowa; WJON St. Cloud, Minn.; WGBB Freeport, N. Y.; WVOS Liberty, N. Y.; KVOS Ardmore, Okla.; WDXB Chattanooga; WDXE Lawrenceburg, Tenn.; WNAH Nashville; KVLF Alpine, Tex.; WDNE Elkins, W. Va.; KFBC Cheyenne, Wyo.; KRAL Rawlins, Wyo.; WEVC (FM) Evansville, Ind.; WBUR (FM) Boston; WDTR (FM) Detroit; WBGO (FM) Newark, N. J.; WKSU-FM Kent, Ohio; WNAD-FM Norman, Okla.; KUHF (FM) Houston, Tex.

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Name

Company

Street

City Zone State

FCC actions

JUNE 5 THROUGH JUNE 12

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 103.

June 9 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date

WSLM Salem, Ind.—Mod. CP which authorized new AM for extension of completion date.

AM—1340 kc

KSID Sidney, Neb.—Mod. CP which authorized new AM to change from 1540 kc D to 1340 kc unl.

Extension of SSA

KOB Albuquerque, N. M.—Extension of SSA to operate on 770 kc 25 kw N, 50 kw D unl. for period beginning 3 a.m. EST Sept. 1.

AM—1490 kc

WDXE Lawrenceburg, Tenn.—Mod. license to increase power from 500 w to 1 kw. AMENDED to change name to Lawrenceburg Bcstg. Co.

License for CP

WTCH Shawano, Wis.—License for CP which authorized unl. and installation of DA-N.

License Renewal

Following stations request renewal of license:

WULA Eufaula, Ala.; KWJB Globe, Ariz.; KMBY Monterey, Calif.; KRDU Dinuba, Calif.; KSON San Diego, Calif.; WLAG LaGrange, Ga.; WJOB Hammond, Ind.; WAIN Columbia, Ky.; WCTT Corbin, Ky.; WFUL Fulton, Ky.; WOMI Owensboro, Ky.; WJIM Lansing Mich.; WMOX Meridian, Miss.; KBMY Billings, Mont.; WGVA Geneva, N. Y.; WENC Whiteville, N. C.; KASA Elk City, Okla.; KHBG Okmulgee, Okla.; WKIN Kingsport, Tenn.; WMAK Nashville; WKDA Nashville; KORA Bryan, Tex.; KOCA Kilgore, Tex.; WROV Roanoke, Va.; WOMT Manitowoc, Wis.; WJIZ (FM) Hammond, Ind.; KENO-FM Las Vegas, Nev.; WFAS-FM White Plains, N. Y.; WOPA-FM Oak Park Ill.

Change ERP

WROV-FM Roanoke, Va.—CP to change ERP from 285 w to 2.28 kw; ant. height above average terrain from 5 to 20 ft., overall from 194 to 192 ft.

TENDERED FOR FILING

AM—1550 kc

KEAR San Mateo, Calif.—CP to increase power from 1 to 10 kw, install new trans. and change from DA-N to DA-DN.

AM—1480 kc

WDAS Philadelphia—CP to change from 1400 kc 250 w to 1480 kc 1 kw, install new trans. and DA-DN.

AM—1150 kc

KRSC Seattle—CP to increase power from 1 kw D to 5 kw D, install new trans. and DA-DN.

AM—1390 kc

KYAK Yakima, Wash.—CP to change from 1400 kc 250 w to 1390 kc 1 kw, install new trans. and DA.

APPLICATIONS DISMISSED

WGAR Cleveland—DISMISSED CP to mount FM ant. on east tower of directional array.

KDKD Clinton, Mo.—DISMISSED CP to change from 1280 to 1350 kc.

June 10 Decisions . . .

BY BROADCAST BUREAU

FM—93.3 mc (Ch. 227)

WEMP-FM Milwaukee—Granted mod. of license to change frequency to 93.3 mc (Ch. 227).

To Remain Silent

WSAJ Grove City, Pa.—Granted request for authority to remain silent from June 7 through Sept. 20, to observe summer vacation.

AM—1240 kc

KAPK Minden, La.—Granted license for new AM 1240 kc 100 w unl.

AM—1260 kc

WTJH East Point, Ga.—Granted license covering increase in power, installation of a new trans. and change in studio location; 1260 kc 5 kw D.

AM—1320 kc

WRJW Picayune, Miss.—Granted license covering increase power, installation of new trans., and changes in ant. system; 1320 kc 5 kw D.

AM—1220 kc

WMFC Monroeville, Ala.—Granted license for new AM 1220 kc 250 w D.

AM—1570 kc

KVIM New Iberia, La.—Granted license for new AM 1570 kc 1 kw D.

Extension of Completion Date

WEDK Springfield, Mass.—Granted mod. CP for extension of completion date to 12-1-52.

Granted Temporary License

Following licenses were extended on a temporary basis to 9-1-52:

WGCH (FM) Greenwich, Conn.; WKSU-FM Kent, Ohio.

ACTIONS ON MOTION

By Comr. Frieda B. Hennock

Liberty Bcstg Co. Liberty, Tex.—Granted petition for dismissal without prejudice of application.

KTHT Houston—On Commissioner's own motion, removed from hearing and restored to pending file KTHT application.

Town & Farm Co. Inc. Columbia, Mo.—Granted petition to amend application to change corporate name of applicant from KMMJ Inc. to Town & Farm Co. Inc., and to retain application, as amended, on hearing docket.

WLAC Nashville—Granted petition for acceptance of late notice of intention to participate in oral argument and exceptions to initial decision relative to in proceeding upon application of Radio Reading, Reading, Pa.

By Hearing Examiner Fanney N. Litt

WOL Washington, D. C.—Granted petition for continuance of hearing from presently scheduled hearing date June 9 to Sept. 8 at Washington, D. C. re application for renewal of license of synchronous amplifier in Silver Spring, Md.

June 11 Decisions . . .

BY COMMISSION EN BANC

AM—1230 kc

KSEY Seymour, Tex.—Designated for hearing application for mod. of license to increase power from 100 to 250 w on 1230 kc; made KPAT Pampa, Tex. and KWTX Waco, Tex., parties to proceeding.

CP For CP

KSCY Searcy, Ark.—Granted CP to replace expired permit which authorized new AM 1450 kc 250 w unl. with same conditions as were attached to original grant which included that permittee not to commence program tests until KXLR Little Rock, Ark., commence program tests on 1150 kc and will not be licensed until KXLR is licensed on 1150 kc.

Granted Power Increase

WCAR Pontiac, Mich.—Granted application for mod. CP which authorized change in facilities from 1 kw-D to 1 kw-D, 10 kw-N, DA, on 1130 kc and change location from Pontiac to Detroit, to change trans. location and make changes in specified maximum expected operating values.

Change Main Studio

WVLK Versailles, Ky.—Granted mod. of license to change main studio location from Versailles to Lexington, Ky.

Extension of Authority

The First Baptist Church, Pontiac, Mich.—Granted extension of authority for one year to transmit religious programs to CKLW Windsor, Ont.

To Remain Silent

H. Bee Wood, Trustee in Bankruptcy for WSKB McComb, Miss.—Granted authority to remain silent additional 30 days from May 25, 1952.

Change Antenna System

WILS Lansing, Mich.—Granted mod. CP to make changes in ant. system, subject to conditions specified in original grant.

License Renewal

WKLV Blackstone, Va.—Granted renewal of license on a regular basis.

WATL and WATL-FM Atlanta, Ga.—Granted renewal of license on a regular basis.

Granted STA

WRAK-FM Williamsport, Pa.—By order, waived Sec. 3.265 of rules and

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Member AFCCE

nted STA to operate FM trans. by remote control from trans. site of WAK-AM. for 6 months.

WFRO-FM Fremont, Ohio—By order, ved Sec. 3.265 of rules and granted A to operate FM trans. by remote trol from trans. site of WFRO-AM, 6 months.

June 11 Applications . . .

ACCEPTED FOR FILING

License for CP

WHIL Medford, Mass.—License for CP which authorized new AM.

Change ERP

KWPM-FM West Plains, Mo.—Mod. CP which authorized new FM to change from 1.15 to 3.42 kw, change trans. output from 1 to 3 kw and ant. height above average terrain from 130 to 128 ft.

WMRN Marion, Ohio—Mod. CP which authorized new FM to change ERP from 7.6 to 25 kw.

License Renewal

Following stations request renewal:

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Managerial post open at KGAE, Salem, Oregon. Ideal conditions. Contact Gordon Allen.

Very successful, highly rated midwest independent needs commercial manager immediately to help carry management load. State qualifications and salary requirements. Please do not phone. Jerome Sill, WMIL, Milwaukee.

Salesmen

Time salesman for Texas station. Salary plus commission. Good market. Box 361P, BROADCASTING • TELECASTING.

Progressive salesman wanted immediately by 5000 watt non-directional daytime 1000 watt directional night-time station with network affiliation in large southeastern city. Exceptional opportunity for aggressive man with good radio background and a proven sales record. State full particulars and submit photo with reply. Box 430P, BROADCASTING • TELECASTING.

Experienced man wanted by independent in competitive southern market. No hot shots or fly-by-nights. Performance insures permanence and good income. Box 454P, BROADCASTING • TELECASTING.

Salesman for 1000 watts in three station New York market of 350,000. Good proposition. Draw with house accounts. Box 456P, BROADCASTING • TELECASTING.

Can you sell? Immediate need for experienced salesman with production ideas. Single station in sports country. Good housing. Wire or phone KPRK, Livingston, Montana.

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted, protected prospects. Must have car. Angus D. Pfaff, WNMP, Evanston, Illinois.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer, announcer, first phone must be top quality announcer. CBS midwest station. Box 281P, BROADCASTING • TELECASTING.

Good announcer who has experience at copywriting, Pennsylvania independent. Send full resume experience, plus audition, photo and sample copy. Box 289P, BROADCASTING • TELECASTING.

Young combo man, first phone, seeking varied experience in live Wisconsin city. Emphasis on announcing and commercial copy. Opportunity for promotion. Write Box 297P, BROADCASTING • TELECASTING.

Progressive independent has opening for announcer with sports experience. Box 372P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be good typist. Car necessary. Possibility of working into program director. Good salary. Box 395P, BROADCASTING • TELECASTING.

Announcers with first phone, one as chief. Box 397P, BROADCASTING • TELECASTING.

NBC regional affiliate with TV application located in deep south desires two announcers: one heavy selling, DJ type; the other to specialize in special events, news and play-by-play football. Excellent opportunity, permanent position for first class men. Submit audition, picture, experience and salary requirements in first letter. Box 407P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Copywriter-announcer. Must write copy that sells. Send audition, sample copy and full particulars. Box 438P, BROADCASTING • TELECASTING.

Combo man. Good announcer. Salary, talent and commissions. Daytime work, 30 to 40 hours. Michigan 1 kw station. Box 452P, BROADCASTING • TELECASTING.

Announcer with emphasis on news and DJ. Good pay and a pleasant atmosphere. Write to Box 450P, BROADCASTING • TELECASTING.

Combination announcer-engineer. Send qualifications, photo, audition. KCHJ, Delano, California.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Announcer—1st class engineer with pleasant voice. KMMO, Marshall, Missouri—daytime farm station.

Announcer-engineer with first class ticket needed to start at $65 weekly. Immediate opening with KPAN, Hereford, Texas.

Announcer. Experienced. Straight staff. No east-west coast applicants. Send complete details salary expected. Returnable tape or disc. Long established 250 ABC. Only station 30,000 market. KWNO, Winona, Minnesota.

Announcer-engineer, immediately with first phone license. 250 watt Mutual station in northern Virginia. $60.00 for 40 hour week, overtime after 40 hours. Profit sharing plan after three months service. Raises on merit. Send all details to Ken Gordon, WFTR, Front Royal, Virginia.

Wanted—Combination man for night shift, emphasis on announcing. $75.00 weekly. Walt Gaines, WIEL, Elizabethtown, Ky.

Experienced announcer for 250 w independent. Salary commensurate to ability. Send complete information, audition and salary expected to WJPD, Ishpeming, Michigan.

Engineer-announcer (first phone) to augment staff at mountain top transmitter. Studio of 325,000 watt ERP-WMIT, Clingman's Peak, Mt. Mitchell, North Carolina. See August, 1951 'Radio Communications' magazine for detailed description. Applications should state qualifications and references. Address Box 546, Charlotte, N. C.

Announcer with first class ticket. Good pay, excellent working conditions. Reply to Station WPUV, Pulaski, Virginia.

Help. Morning man moving up to larger station. Immediate opening. Need good air man to start at $80.00, must have first phone. Contact Manager, WRAY, Princeton, Indiana.

Immediate opening combination man. Network station. Good working conditions. Above average pay. Wire or phone A. W. Walthall, 7263, Orange, Virginia.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Immediate opening for first class operator. No announcing. Experience not necessary. South Carolina. Box 332P, BROADCASTING • TELECASTING.

Transmitter position open. No announcing. Permanent. Texas. Box 362P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

First class engineer wanted immediately. Good pay and good working conditions. Box 382P, BROADCASTING • TELECASTING.

Regional station in upstate New York with application for TV filed with FCC needs qualified transmitter engineer fulltime. Fine opportunity with progressive station if you have what it takes. Forty hour shift, good working conditions. Write Box 394P, BROADCASTING • TELECASTING.

Network affiliate, 1 kw, to employ five first phone engineers to announce AM schedule, combo men, $400 per month if experienced. Live in ideal small town bordering large metropolitan area in Illinois. Write full details Box 398P, BROADCASTING • TELECASTING.

Opening for experienced announcer at 1000 watt daytime independent. Must be good on news, commercial and DJ programs. Send complete information and disc to WDBL, Springfield, Tenn.

Chief engineer wanted by Minnesota station. Must be able to do some announcing. Good salary. Box 420P, BROADCASTING • TELECASTING.

Engineer-salesman. Salary for 40 hours engineering plus 15 percent for selling. Good proposition with 1000 watt fulltime in New York 350,000 market. Box 455P, BROADCASTING • TELECASTING.

Engineer, first class. Immediate opening. No previous experience needed. Straight night shift. $180 monthly. KAOK, Lake Charles, Louisiana.

Transmitter engineer with first phone for future TV operation. Good salary for right man. KTSM, El Paso, Texas, NBC affiliate. Send qualifications, experience and salary requirements in first letter.

Immediate opening for first phone operator. Regular and summer replacement. WASA, Havre de Grace, Md.

Engineer-announcer. Immediate opening for experienced, hard working individual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WASL, Annapolis, Maryland.

Engineer, first ticket. Experience unnecessary. WCED, DuBois, Pennsylvania.

Engineer $64.40, 44 hours, overtime $2.10 hour. Permanent. WEED, Rocky Mount, North Carolina.

First class engineer-operator needed immediately for fulltime station. No announcing. WFAH, Alliance, Ohio.

Michigan station has immediate opening for first class engineer. No announcing required. Annual bonus and paid vacation time. Send complete qualifications to Chief Engineer, WHFB, Benton Harbor, Michigan.

Engineer with first phone who wants to learn all phases of broadcasting. Will find WIDE an ideal place to gather experience. Write full details, WIDE, Biddeford, Maine.

Engineer-announcer. Starting salary $70.00 per week WIRB, Enterprise, Alabama.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Immediate opening for combination man holding first class operator's license. WPRS and WPRS-FM, Paris, Illinois.

Immediate opportunity — Experienced transmitter engineer with supervisory qualifications. WSTC, 270 Atlantic Street, Stamford, Conn.

Production-Programming, other

Opportunity male copywriters. announcing. Submit samples. Box BROADCASTING • TELECASTING.

Newsman to become member of CBS affiliate station news staff. have: experience in gathering writing local news and editing copy; ability to broadcast news thoritative and interesting manner want a high calibre newsman of joining a topnotch news opera Send full background first letter auditions until requested. Box BROADCASTING • TELECASTING.

Combination radio writer and produ capable of writing and produc variety, documentary, dramatic similar shows. Must have experie Prefer man under 30. Excellent portunity with large station in gressive southern city. In repl give details of education and exp erce and enclose photograph. 406P, BROADCASTING • TELECAS ING.

Newsman—Gather, edit, write ne Some announcing. $300.00 per mo plus mileage. Photo, audition quired. Box 424P, BROADCASTING TELECASTING.

Program director—farm operation der new ownership. Pays well for who produces listenable shows, hand traffic and supervises announcers KMMO, Marshall, Missouri.

Production-programming copy writer Your salary is $70 per week at this s tion if you have had two or more ye experience in turning out lots of sp ing copy for cross-section of sm market businesses. If you need a be ter job at a better station get in tou with John Conwell, KNCM, Moberly Mo., immediately.

Outstanding opportunity for experienced woman with programming background. Chance to plan musical programs for nation's top music, news and sports station. Box A, WIND, Chicago, Illinois.

Situations Wanted

Managerial

If you're building a new station, or want to revitalize an old one, I can bring along all or any part of a versatile staff of one I've just sold, including engineers, announcers, salesmen, writers. Have been in radio 20 years as executive and owner, doing most of my own selling and heading many civic organizations. Am interested in medium-sized market. Box 396P, BROADCASTING • TELECASTING.

Manager. Network and independent experience. Good salesman, announcer. First class license. Employed, available 30 days. Prefer city over 30,000 population. Box 416P, BROADCASTING • TELECASTING.

General manager. Top administrator and sales executive. Years of experience in sales manager jobs with major companies, leading markets. Five years sales manager with 5 kw in south's largest market. Currently managing Mutual outlet. Family man, BS and MBA Degrees from all leading universities. Proven sales record which will stand investigation. Best references. Desire manager Gulf Coast, Virginia, West Virginia, Kentucky. Box 419P, BROADCASTING • TELECASTING.

Young family man, five years selling, knows radio and wants a commercial managership or high-paying sales position in west. Box 459P, BROADCASTING • TELECASTING.

Salesmen

Salesman experienced all phases radio network and independent. First phone. Presently employed, married veteran. West coast only. Box 440P, BROADCASTING • TELECASTING.

Announcers

Announcer—4 years experience. All staff duties. Friendly, informal DJ. Intelligent news. Draft exempt. Box 318P, BROADCASTING • TELECASTING.

Capable announcer with year's experience. Veteran, single. Prefers upper midwest. Write Box 422P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

...ece hillbilly band, headed by ...perienced announcer, seeking job ...h hillbilly station in south or south...st. Very versatile, exceptionally ...od. worth investigation. For details, ...oto, tape write Box 352P, BROAD...STING • TELECASTING.

...bination man. Two years experi... All phases of station operation. ...rried, draft exempt. Available im...diately. Box 397P, BROADCAST...G • TELECASTING.

...nboman. Construction, sales, pro...mming experience. Now chief. Ex...lent voice. Available immediately ...right salary. Box 383P, BROAD...STING • TELECASTING.

...ging announcer. Experienced, un...sal disc program. Qualified news...ter, sportscaster, and play-by-play. ...Degree in radio. Presently em...yed. Married veteran. Box 386P, ...OADCASTING • TELECASTING.

...perienced announcer, MC. Strong ... music, news and sports. College ...aduate, 25, single veteran. Prefer ...rtheast. Box 390P, BROADCAST...G • TELECASTING.

...rsatile announcer, strong on play-by-..., commercials, adlib and board op...tion. Seek position with sports-...nded station. Draft exempt family ...n. Box 392P, BROADCASTING • ...LECASTING.

...nouncer. Draft exempt, married, ...llege background. Light experience ...announcing and promotion. Versed ...music. Box 393P, BROADCASTING ...LECASTING.

...alified staff announcer with terrific ...orts delivery wants opportunity to ...rn play-by-play. College man, ra... school graduate, one year experi...ce. Box 401P, BROADCASTING • ...LECASTING.

...nouncer, first phone. Recent radio ...hool graduate, trained in all phases. ...rried, aged 25, draft exempt, will ...vel. Available immediately. Box ...P, BROADCASTING • TELECAST...G.

...nouncer seeks opportunity to break ...o sports staff, play-by-play and color. ...alified for all staff assignments. ...aft exempt veteran. Box 403P, ...OADCASTING • TELECASTING.

...mbination man. Four years experi...ce. Third class license. Here's pro...m director, record, news and sports ...n. Presently employed. Prefer mid...st location. Box 405P, BROADCAST...G • TELECASTING.

...illbilly DJ. Single 26 years. Old radio ...hool graduate. One and one-half ...rs experience as staff announcer, ...nt change to hillbilly DJ. Play vio... can MC hillbilly group. Present ...ployer will recommend. Prefer south ...southwest, $75 minimum. Box 408P, ...OADCASTING • TELECASTING.

...wscaster, editor. Currently featured ...regional network. Tape, history on ...uest. Box 415P, BROADCASTING • ...LECASTING.

...perienced hillbilly DJ, guitarist, 26, ...gle, clean living, control man, future ...gineer. Want better opportunities. ...esently employed. Box 423P, BROAD...STING • TELECASTING.

...rsatile announcer, two years—proven ...ord selling intangibles, allied field. ...nts to return to first love—radio. ...stern seaboard preferred. Box 425P, ...OADCASTING • TELECASTING.

...rteen years of radio for hire. Top ...nouncer, excellent writer, good sales...n, news-wise, program, promotion, ...duction, two years on Mutual, play-...-play sports. Married, 31, draft ex...pt. Presently program director. Solid ...ferences. Southeast preferred. Go ...ywhere. No "big time!" Just good ...manent job with future. Salary ...en, location primary. All inquiries ...swered. Hurry. Box 429P, BROAD...STING • TELECASTING.

...rsatile announcer. Single, excellent ...ferences. Available immediately. Pre... south. Box 431P, BROADCASTING ...LECASTING.

...nouncer with distinctive speech ...aning. Young and experienced. No ...on Welles but (1) good newscaster-...tor, (2) strong production back...und, and (3) knowledge of TV writ...g and directing techniques. Disc on ...uest. Box 434P, BROADCASTING • ...LECASTING.

Situations Wanted (Cont'd)

Versatile announcer experienced from DJ to sports and everything between. Presently employed at 1 kw independent. Married, 27, deferred. Desire relocate permanently in northeast. Personal interview only. Box 439P, BROADCASTING • TELECASTING.

First phone. No station experience. Technical school graduate. Married veteran age 31. Box 437P, BROADCASTING • TELECASTING.

Topflight sportscaster now available due to live broadcast brought into major league city, cutting games to be broadcast in half. Best baseball references. Major, minor league experience. Box 442P, BROADCASTING • TELECASTING.

Announcer. Intelligent news, good commercials and disc work. Prefer New York, New England area. Draft exempt. Tape, details, myself available immediately. Box 443P, BROADCASTING • TELECASTING.

Announcer. Thoroughly experienced in all phases: news, disc, shows, remotes. Desires immediate employment. Night turn acceptable. Excellent references. Write or wire Box 444P, BROADCASTING • TELECASTING.

Announcer. Experienced, veteran, single, 22, neat, sober. Specialize morning DJ. Also news and sports. Have done copywriting, programming; logging. Ready to leave. Call in N. Y., AStoria 4-9038 or Box 445P, BROADCASTING • TELECASTING.

Experienced young announcer desires permanent position with topflight station. Well versed in all phases: DJ, news, etc. Free to travel. Draft exempt. Single. State salary. Box 447P, BROADCASTING • TELECASTING.

Experienced announcer. News, quiz shows and staff. College graduate, single, 27. Prefer northeast but all offers considered. Two years commercial and AFRS experience. Box 449P, BROADCASTING • TELECASTING.

DJ with 15 years successful experience desires change. Prefers east coast or California. Available within two weeks. Can handle himself as staff man or DJ and can sell hard when necessary. His own record library of over 18,000 records. Personally acquainted with most top musical personalities. Also has Variety, Cash Box and Metronome listings. Married? One child, reliable. Salary not as important as opportunity. Welcomes personal interview or audition. Box 450P, BROADCASTING • TELECASTING.

Announcer with eight years experience in all phases. CBS trained. Board, remotes. Box 451P, BROADCASTING • TELECASTING.

Sports, news or combination post with future sought by radio-TV director doubling in publicity major unit national organization. Also interested in promotion opportunity. Currently doing sports part-time. Ex-newsman, college graduate, 33, veteran, good background, references. Box 457P, BROADCASTING • TELECASTING.

Staff announcer. Morning man, five years with NBC affiliate in midwest. Part or full time in or near New York City. Personal interview. Box 458P, BROADCASTING • TELECASTING.

Topnotch experienced play-by-play man, all sports. Highest recommendation present employer. P. O. Box 692, Cedar Rapids, Iowa.

Boy from the farm desires start in farm radio. Single, non-reserve, some radio experience. BA Radio, M.A. Radio, agriculture minor. Master's thesis on farm radio. Bill Arneson, 4408 West 34th Ave., Denver, Colorado.

Announcer, 6 years experience, 50 kw experience, desires position as newscaster or general staff. Minimum $85.00 anywhere. Bob Donaldson, Sam Davis Hotel, Nashville, Tenn. until June 20th.

Mature top commercial announcer, five years versatile experience. Superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Selling commercials, news and DJ. Vet, married, 32. Disc available. Kenneth Johnson, 727 N. 21 St., Milwaukee. Div. 2-4061.

Available immediately. Announcer—operate board. Married, 28, draft exempt. Will travel. Experience N. Y. Bob Miller, 1141 Elder Ave., N.Y.C. TIvoli 2-4780.

To manager large station, sizeable market looking for thoroughly experienced, (minimum 5 years), dependable announcer with excellent voice, smoothness, knowledge all phases radio, ability to adlib, MC convincingly, exempt and be permanent, should contact Harvey D. Murphey, 153 Mount Joy Place, New Rochelle, New York.

Situations Wanted (Cont'd)

Combo-program director. Three years all phases at independent and Mutual. GI, family, 24. Pleasing personality. Hard worker. Doesn't drink or smoke. Prefer Rocky Mountain states. TV. Resume, disc available. T. S. Neilsen, Lewiston, Utah.

Experienced combo man all phases. Available vacation relief only. Commercial voice, news, adlib. Tape on request. Have car, first phone, July open. Salary open. West only. Wire, phone Vacation - announcer, KYOR, Blythe, Calif.

Morning man, draft free, deep voice. Plenty of knowhow. $60.00 minimum, go anywhere. Phone 705-W, Morganton, N. C.

Salesman-announcer. Ten years experience, all phases radio. Started as announcer, worked into sales. Can do play-by-play. Proven sales record. Three years college, married, sober, capable, thoroughly reliable. References, disc furnished. Presently employed but desire change. Go anywhere. Box 462P, BROADCASTING • TELECASTING.

New York newspaperman (you'll recognize byline) turned broadcaster—experienced, deep voice—wants newscasting spot with metropolitan station, part or full time. Background includes special events, announcing, commercial copy and continuity writing. Box 463P, BROADCASTING • TELECASTING.

Top - flight news - sportscaster desires change to larger radio-TV market. Nine years experience play-by-play in all sports including hockey, ski-jumping. Four years successful station management. Married, children, 33, exempt. Best references. Box 464P, BROADCASTING • TELECASTING.

Announcer-control board operator, accent on DJ. Available immediately, will travel, New York experience. Lonnie Padron, 520 W. 139th St., New York, N. Y.

Announcer-engineer 1st phone, fine strong voice. Experienced. Good DJ, etc. Prefer middle-east. Write or wire Dale Woodbine, c/o General Delivery, Bridgeport, Conn.

Technical

Chief engineer to take charge of progressive broadcast and television station in southwest portion of U. S., preferably California. 10 years experience (including construction) at 5 kw directional. Extensive knowledge of television circuits and techniques. Include full information first letter. Can interview about July 17. Box 343P, BROADCASTING • TELECASTING.

Present chief engineer wishes to relocate. Wishes to stay in California. Experienced in all phases of maintenance and repair. Have car. Married and very reliable. Wish permanent location. Very good references. Box 354P, BROADCASTING • TELECASTING.

Engineer. Married veteran with first phone license. Six months experience plus 2 years thorough radio, communications and TV schooling. Please forward complete details in first letter to Box 391P, BROADCASTING • TELECASTING.

Experienced with first phone desires AM or TV. Graduated from accredited school. Box 409P, BROADCASTING • TELECASTING.

Chief engineer. Six years experience AM and FM. Desires chief position or engineer large station. TV training. Box 419P, BROADCASTING • TELECASTING.

Chief engineer. Twenty years broadcast, five years television. Experienced operation, construction, planning television. Desire change to progressive station. $10,000. Box 426P, BROADCASTING • TELECASTING.

Studio technician. August graduate-TV Workshop, New York. All aspects studio operations. Will travel. Box 427P, BROADCASTING • TELECASTING.

Engineer, experienced, single, 26, veteran. Prefer southern New York, Pennsylvania but will travel. Available September 1. Box 435P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone. Fine voice quality. Seventy-five minimum. Ohio only. Box 446P, BROADCASTING • TELECASTING.

Engineer-operator. Experienced construction, maintenance, control room, etc. Eastern states. Box 461P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

1st phone, some experience, 24, single, draft exempt, engineer only. Available June 23rd. Write Alfred Lipschitz, 2112 Dorchester Rd., Brooklyn 25, N. Y.

Production-Programming, Others

Program director: play-by-play. Excellent dee-jay. Six years of experience. Top references. Box 330P, BROADCASTING • TELECASTING.

Employed continuity woman seeks advancement, air work. College graduate. Disc, copy, on request. Box 356P, BROADCASTING • TELECASTING.

Experienced program director for small market AM station. Practical, working executive with background that speaks for itself. Excellent newscaster. Also sell. Ten years radio-TV. Married. Presently employed metropolitan station. Seeks opportunity for versatility. Midwest only. Box 400P, BROADCASTING • TELECASTING.

Femme continuity writer, with two years versatile experience including air work is interested in position with definite future in programming or as women's director. Midwest only. Box 404P, BROADCASTING • TELECASTING.

Radio-TV program continuity director. Experienced-employed. My programs attract audiences: my copy creates customers; customers mean sponsors: which means you'll be able to raise my $5000 starting salary. Box 410P, BROADCASTING • TELECASTING.

News director available immediately. Top local news reporting, special events, documentaries. Member NARND, SDX. News background over past ten years. Four and one-half years radio. Ohio State graduate. Now with metropolitan CBS affiliate. Top ratings. Telegraph Box 411P, BROADCASTING • TELECASTING.

Copywriter. Efficient, ambitious, experienced. Salary secondary to opportunity. For details write Miss Box 417P, BROADCASTING • TELECASTING.

PD (genuine!). Know programming, advertising, overall station operation. Employed. $5,000. Box 428P, BROADCASTING • TELECASTING.

Program director, 29. Thoroughly experienced, family man with top references. Disc or tape and resume on request. Box 432P, BROADCASTING • TELECASTING.

Program director. Five years experience as assistant PD. Capable of producing rating results through effective programming. Presently employed. Married, family. Box 433P, BROADCASTING • TELECASTING.

News writing wanted. Although short on experience, sound background from education, travel, interests. Now in magazine work. 1951 journalism graduate. Veteran, 25. Box 441P, BROADCASTING • TELECASTING.

Available now: program director-morning man. P. O. Box 1366, Norfolk, Va.

Promotion manager or assistant. Available July 1. 27. Family. 4 years agency and media experience. Al Jones, WNAX, Yankton, S. D.

Television

Situations Wanted

Managerial

TV station manager. Creative, practical executive experienced in all phases of radio, TV, local station, network, agency, time-buying, programming. Four years heavy TV experience. Married, dependable with knowhow to make TV station pay off quickly. Ability warrants good incentive deal. Box 439P, BROADCASTING • TELECASTING.

For Sale

Stations

$15,000 for controlling interest in established 1,000 watt daytimer located in one of Ohio's rich industrial areas. Box 364P, BROADCASTING • TELECASTING.

5,000 watt radio station in Picayune, Mississippi for $70,000. Will accept cash or terms. If interested, please write Box 381P, BROADCASTING • TELECASTING.

(Continued on next page)

XUM

For Sale (Cont'd)

Southwest: 1000 watts. Nets $2.000 month. Ideal opportunity in fast-growing area. Box 388P, BROADCASTING • TELECASTING.

Eastern fulltime independent. Single station market. 60,000 population. Controling interest $60.000. Box 453P, BROADCASTING • TELECASTING.

Equipment, etc.

Two new GE 3 kw FM amplifiers; one GE 250 watt exciter. All export packed. Very reasonable. Box 384P, BROADCASTING • TELECASTING.

TV equipment. Synchronizing generator; monoscope camera; camera controls; monitors and push-button switching equipment for large or small station. Owner ill, will sell at 50 percent discount. Equipment new, export packed. Box 385P, BROADCASTING • TELECASTING.

GE, FM, studio link type BL-2A, complete with transmitter, receiver, 2-dish antennae, coax, 926 mgs.; cost $4200, used two years. Changed studio location eliminates need. Excellent performance. Improve your fidelity to compete with TV. Highest cash offer. Box 421P, BROADCASTING • TELECASTING.

Two Radio Music VL-1D vertical pickup assemblies complete with spare head. Never been used, Brush BK-403 tape recorder Lingo antenna 194' 9" complete with guys, lighting equipment, and tuning unit. Box 448P, BROADCASTING • TELECASTING.

GY250 Gates transmitter. New, Fall 1949. Fine to replace your oldtimer rig with. KCNI, Broken Bow, Nebraska.

New Gates 21A antenna tuning unit. New Gates model 24B lighting chokes. Used MO 2765 rectifier. Also used VD Rek-O-Kut cabinet, turntable, cutting arm, head. Contact Chief, KDDD, Dumas, Texas.

Complete one kilowatt station equipment priced for immediate sale. RCA equipment in service less than four years. Also complete directional array with four Wincharger towers, coax line and phasing equipment. KROC, Rochester, Minnesota.

Gates 1-MO-2830 model BF-250-A FM transmitter, HP monitor and antenna complete. Excellent operating condition. Best offer accepted. Contact Albert A. DeFilippo, c/o WAVZ, New Haven 10, Connecticut.

200 foot Wincharger type 101 tower, guys, insulator and flasher. WDOR, Sturgeon Bay, Wisconsin.

One 640AA condenser microphone and RA-1095 amplifier equipped with plug, cable and suspension ring-$350.00. WJR, Detroit.

1 kw, Gates, BC-1E transmitter for immediate sale due to 5000 watts power increase. Only 4 years old and in good condition with more than 100% tube supply. Yours for $4,000. Contact R. A. Dowling. WOOF, Dothan, Alabama.

RCA BFO, 68-B $275.00. RCA Dist. & noise meter, $325.00. Presto model "Y" disc recorder, mounted in cabinet, $400. All excellent condition. WPAG, Ann Arbor, Michigan.

RCA 308A field intensity meter with portable power supply ex con recalibrated. Very reasonable. Ray Osterbusch & Son, Wheaton, Illinois.

Wanted to Buy

Equipment, etc.

REL model 646-B FM receiver. Also one GE 250 watt FM transmitter, Model BT-1-B. Box 389P, BROADCASTING • TELECASTING.

Wanted: Used equipment: Limiting amplifier, console, Universal pickups with preamplifiers, jack panel, Cabinet rack, 1⅝ coaxial cable 51 ohm, Presto turntables. Box 313P, BROADCASTING • TELECASTING.

Ready to sell? Returning to east to inspect for purchase small station in Middle-Atlantic states. Interested in medium sized, non-metropolitan market. Will pay cash. Not broker. You will be contacted personally by purchaser. Box 414P, BROADCASTING • TELECASTING.

Used RCA 308A or B 120 to 18,000 kc, cash or will trade Federal 101B with broadcast loop. Also want 308A 120 to 550 kc loop only. Walter F. Kean, 1 Riverside Rd., Riverside, Ill.

Miscellaneous

Needed: all types educational television programs. If you have an idea for a discussion group, lecture, dramatic show, etc., write giving particulars to Box 413P, BROADCASTING • TELECASTING. Include costs, if possible, number of persons required for program, and as many details as are necessary for clarification. All replies will be kept in strictest confidence. Include a stamped, self-addressed envelope if material is to be returned.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Announcers

DISC JOCKEY

Top-Rated Independent. Excellent opportunity for outstanding personality. Rush audition.

WNOR

Norfolk, Virginia

Technical

Operating engineers wanted for defense radio project. Four station chief engineers, four transmitter supervisors, four receiver supervisors, 16 transmitter operators, 16 receiver operators, radio telegraph, radio telephone. Advanced amateur license desired but not necessary. Salary, $6,000 to $9,000 on a per diem basis. Travel expenses paid. E. C. Page, Consulting Radio Engineers, 600 Bond Building, Washington, D. C.

Help Wanted (Con't)

CALIFORNIA VHF TV APPLICANT

We have:

1. Money
2. Local Ownership
3. Outstanding principals, tops in this community
4. Knowhow
5. Good chance of getting grant

We don't have:

1. Broadcast experience
2. Ownership-management integration

We want:

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PL 5-1127 — E. C. Lobdell, Licensee

FCC roundup

New Grants, Transfers, Changes, Applications

ox score

SUMMARY THROUGH JUNE 12

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Stations	2,350	2,331	86	327	211
Stations	633	581	69	12	8
Stations	108	97	11	587	7

LL ASSIGNMENTS: WPNX Phenix City, Ala. (Community Bcstg. Corp., 1270 1 kw D); WARN Fort Pierce, Fla. (Hurricane Bcstg. Service, 1330 kc, 1 kw D); SPN Saratoga Springs, N. Y. (Spa Bcstrs. Inc., 990 kc, 250 w D); KSGA Redmond, e. (Redmond Bcstg. Co., 1240 kc, 250 w unl.); WSSC Sumter, S. C. (Radio nter, 1240 kc, 100 w unl.); KBRZ Freeport, Tex. (Brazosport Bcstg. Co., 1460 500 w D); WTND-FM Orangeburg, S. C. (WTND Inc., 102.7 mc [Ch. 274] ERP kw), and KLBS Houston, Tex. (Trinity Bcstg. Corp., changed from KLEE).

(Also see Actions of the FCC, page 98.)

cket Actions . . .

OPINION AND ORDER

TUX Wilmington, Del.—Port Frere stg. Co. By memorandum opinion d order FCC granted petition for re-aring and other relief and supple-nts thereto filed by WTUX directed ainst FCC decision released Oct. 12, 0 [B•T, Oct. 16, 1950], which denied ense renewal. FCC set aside decision ofar as it denied renewal application d granted renewal of WTUX (see ry this issue). Order June 12.

INITIAL DECISION

WHOL Allentown, Pa. — Allentown stg. Co. FCC Hearing Examiner Eliz-eth C. Smith issued initial decision king toward grant of 1230 kc, 250 w ltime. Simultaneously, Hearing Ex-iner Smith denied application of ston Publishing Co. seeking same ilities at Easton, Pa. (WHOL is now adcasting under special authoriza-n on 1230 kc, 250 w fulltime, pending nclusion of proceedings in this case ich was remanded to FCC by U. S. urt of Appeals for D. C.; see story s issue.) Decision June 11.

n-Docket Actions . . .

AM GRANTS

obile, Ala.—The Gadsden Radio Co., kc, 1 kw daytime; condition. Es-ated construction cost $11,525. Prin-cipals include Cary Lee Graham and Edwin H. Estes, who are licensees of WETO Gadsden, Ala. (Original applica-tion requested 1340 kc. 250 w fulltime, B•T, April 9, 1951.) Granted June 11.

Menominee, Mich.—Green Bay Bcstg. Co., 1340 kc, 100 w fulltime, engineering condition. Estimated construction cost $12,550, first year operating cost $54,000, revenue $70,000. Applicant is licensee of WDUZ Green Bay, Mich.

TRANSFER GRANTS

KCLF Clifton, Ariz.—Granted assign-ment of license from Dwight Hawkins Amusement Enterprises Inc. to Saguaro Bcstg. Co. through formation of new corporation, 50% of stock in which will be owned by Dwight Hawkins Amuse-ment Enterprises Inc., and 50% by H. Chester Darwin, general manager of KCLF, who will become president of new corporation.

KPAS Banning, Calif.—Granted as-signment of license from Byron-Wood Motors, d/b as Pass Bcstg. Co., to Ken-neth L. Colborn for $10,400. Mr. Col-born is owner of The Center Inc., which controls business property in Palm Springs, Calif.

KDAC Fort Bragg, Calif.—Granted assignment of license from Charles R. Weller, receiver pendente lite of Men-docino Coast Bcstg. Co., to Edward Mertle, for whom court judgment has been granted following conclusion and settlement of partnership litigation, during which time Superior Court of Mendocino County appointed Mr. Wel-ler receiver pending final court dis-position of case. Mr. Mertle is owner of Golden West Hotel, Fort Bragg, and Welcome Inn Restaurant & Bar, Fort Bragg.

KMOR Oroville, Calif.—Granted as-signment of license from J. Steventon, d/b as Oroville Bcstrs., to Oroville Bcstrs., new corporation composed of Mr. Steventon and two others. New stockholders will pay about $7,751.55 for their interest.

KBLF Red Bluff, Calif.—Granted assignment of license from Arvo Haapanen and Victor Lahti, a partner-ship, to Hal K. Shade for cancellation and release of Tehama Bcstg. Co.'s ob-ligations. Mr. Shade pays Russell G. Frey, holder of Tehama Bcstg. Co.'s promissory notes, $27,500, of which $5,000 is paid at close of agreement and remainder at $150 monthly for not more than five years. Mr. Shade owns 30% of KNPT Newport, Ore., and is general manager of H. W. Critchlow Co. (syndicated radio sales), Red Bluff, Calif.

WBIB (FM) New Haven, Conn.—Granted transfer of control from The Church Court Co. to Samuel Botwinik, Louis Botwinik, Meyer J. Botwinik, Norman I. Botwinik and William Horowitz through stock transfer; same individuals continue to hold propor-tionate shares of stock. No actual change of ownership or control, no monetary consideration. Simultane-ously, consent granted to assignment of license to Connecticut Radio Founda-tion Inc.

WCNH Quincy, Fla.—Granted ac-quisition of control by Andrew B. Let-son through sale of 320 out of 500 shares of stock for $18,400. Mr. Letson is gen-eral manager and chief engineer of WCNH, and already holds 26% interest in station; he will hold 78.2% of stock. He also is applicant for new AM sta-tion in Tallahassee, Fla.

KCLO Leavenworth, Kan.—Granted assignment of license from Leavenworth Bcstg. Co. to Cecil W. Roberts for $31,-000. Mr. Roberts is owner of KREI Farmington, Mo., KNEM Nevada, Mo., and KCHI Chillicothe, Mo., and is ap-plicant for new AM station in Chanute, Kan.

WUST-AM-FM Bethesda, Md.—Trans-fer of control from Harold S. Russell, Parker W. Jones, Willard D. Egolf and Carl J. Batter, who each hold 25%, to same group, except that Mr. Egolf's stock is retired, Mr. Jones' stock is decreased to 0.46%, Messrs. Russell and Batter's stock is increased to 40.57% each and a new stockholder, W. Parker Jones, acquires 18.40% interest. W. Parker Jones is a Washington, D. C., attorney.

KOBK Owantonna, Minn.—Granted transfer of control from William F. Johns Jr. to Myles H. Johns for $6,-888.50. Myles H. Johns is president and 50% owner of Broadcasting Service Inc., St. Paul, Minn., and a brother of William F. Johns Jr.

KOB-AM-TV Albuquerque, N. M.—By memorandum opinion and order granted transfer of control from T. M. Pepparday to Time Inc. and Wayne Coy for $900,000 [B•T, June 2]. After series of reorganizations, which will transfer assets to Albuquerque Bcstg. Co., a Time Inc. subsidiary, 50% interest in station will be sold to Mr. Coy for $75,-000, plus eight-year contract as gen-eral manager at $26,000 per year. In addition, Mr. Coy will remain con-sultant to Time Inc. at fee of $24,000 per year. Time Inc. publishes *Time, Life, Fortune* and other periodicals. In memorandum opinion and order, FCC said approval was subject to any action which it may take to carry out mandate of U. S. Court of Appeals as set forth in ABC v. FCC; further, FCC ordered *denial* of (1) petition of ABC requesting dismissal of pending applica-tion of KOB for mod. CP and for li-cense, (2) request that mandate above mentioned be carried out prior to action on transfer application case, and (3) request that Special Service Authoriza-tion by which KOB is presently oper-ated be rescinded.

WTRF-AM-FM Bellaire, Ohio—Grant-ed relinquishment of negative control from Thomas M. Bloch and Betty Bloch Harris, co-executors of estate of Jesse A. Bloch, deceased, and Gor-don C. Dix and Albert V. Dix, to the same parties plus Robert W. Ferguson through a stock transaction.

KUGN-AM-FM Eugene, Ore.—Grant-ed relinquishment of negative control by O. E. Berke and P. R. Berke to Ewing C. Kelly. The Messrs. Berke, who each hold 23% interest, will sell total of 5% interest to Mr. Kelly for $4,602.91 (leaving them with total of 45% interest); in addition, Mr. Kelly has option to buy remaining 45% in-terest within the next two years for $41,426.19 plus 5% interest from time sale is closed. If Mr. Kelly does not elect to buy remaining 45% within two-year period, the Messrs. Berke have option to buy 5% interest they sold to Mr. Kelly for $4,602.91. Other 50% in-terest of KUGN owned by C. H. Fisher not affected in agreements between the Messrs. Berke and Mr. Kelly.

KFDA - AM - FM Amarillo, Tex.—Granted transfer of control from Gil-more N. Nunn, J. Lindsey Nunn and Gilmore N. Nunn, trustee, to Amarillo Bcstg. Co. (a Delaware corporation), which is owned equally by C. C. Wood-son, Wendell Mayes, Charles B. Jordan and Gene L. Cagle, for $240,000. Mr. Woodson owns 95% interest in Brown-wood Newspapers Inc. (*Brownwood Bulletin*), Brownwood, Tex., and other Texas and Florida newspapers; he has oil and gas interests in Texas; he is applicant for new television stations in Austin, Tex., and Amarillo, and at one time owned 50% interest in KBWD Brownwood and KNOW Austin, 24% interest in KRIO McAllen, Tex., and WACO, Waco, Tex.; his interest in var-ious AM stations was sold by 1950. Mr. Mayes now is president and owns con-trolling interest in KBWD and KNOW; he had interest in KRIO and WACO which was sold in 1949. Mr. Jordan was associated with WRR Dallas for 20 years, last seven of which he was man-aging director; he is now vice presi-dent and assistant general manager of Texas State Network and vice presi-dent of KABC San Antonio, WACO, KRIO and KFJZ Fort Worth. Mr. Cagle is president, director and general manager of Texas State Network, KFJZ, KABC, WACO and KRIO; he also owns 34% of capital stock of Texas State Network, which in turn owns 100% of capital stock of KFJZ, WACO and KRIO; Texas State Network is applicant for new television station in Fort Worth.

WDVA Danville, Va.—Granted re-linquishment of control by John S. Meade to Virginia-Carolina Bcstg. Corp., through transfer of 22% of Mr. Meade's 52% interest. Transferred will be 3,550 shares of stock, of which 2,150 shares will be transfered to other stock-holders and remaining 2,150 shares will be transferred to Harry Meade and John S. Meade Jr., Mr. Meade's sons.

KPUY Puyallup, Wash.—Granted as-signment of license from Clarence E. Wilson to partnership composed of Mr. Wilson and P. D. Jackson, d/b as Ra-dio Station KPUY. Messrs. Wilson and Jackson are equal partners owning KWCO Chickasha, Okla., KTMC Mc-Alester, Okla., and applicants for new TV station in Oklahoma City, Okla. Mr. Jackson pays about $15,130 for his interest in KPUY.

WTRW Two Rivers, Wis.—Granted transfer of control from Two Rivers Bcstg. Co. to Chris Hansen, fruit grower and fruit farm operator; Charles Whit-ford, also fruit grower and fruit farm operator, and Wendell Hansen, trainer-exhibitor of "Bertelles' Birds," for $40,000 for 95% interest.

New Applications . . .

AM APPLICATIONS

Richmond, Ky.—Richmond Bcstg. Co., 1340 kc, 250 w fulltime. Estimated con-struction cost $12,388, first year operat-ing cost $60,000, revenue $80,000. Equal ⅓ partners include J. W. Betts, gen-eral manager of WFTM Maysville, Ky.; Charles P. Clarke, farm owner, and J. M. Finch Jr., Maysville building con-tractor. Filed June 2.

Pontiac, Mich.—William R. Reed, 1460 kc, 500 w daytime. Estimated construc-tion cost $15,556, first year operating cost $90,000, revenue $105,000. From 1947 to 1951 Mr. Reed was administra-

(Continued on page 104)

FCC Actions

(Continued from page 99)

license for regular period:

FCOV Montgomery, Ala.; KHUM reka, Calif.; WBHB Fitzgerald, Ga.; EC Decorah, Iowa; WHAI Green-ld, Mass.; WFAK Memphis; WOKE Ridge, Tenn.; WJEJ Hagerstown, d.

APPLICATION RETURNED

WJXN Jackson, Miss.—RETURNED to change trans. location, install trans. and change ant. system.

APPLICATION DISMISSED

WKOX Framingham, Mass. — DIS-MISSED mod. of license to change studio location.

ne 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WKOV Wellston, Ohio—Mod. CP ich authorized new AM to change r. and ground system.

License for CP

WIPR Santurce, Puerto Rico—License r CP which authorized change in ns. location.

Extension of Completion Date

KACE Dallas, Tex.—Mod. CP which thorized new AM for extension of mpletion date.

License Renewal

Following stations request renewal license for regular period:

WWWB Jasper, Ala.; KSMA Santa aria, Calif.; KCRT Trinidad, Col.; PAX Thomasville, Ga.; WHIZ Zaines-e, Ohio; WHBQ Memphis; WCHV arlottesville, Va.

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SESAC Inc., 475 Fifth Ave., N. Y. C.

FCC Roundup

(Continued from page 82)

tive assistant, U. S. Senate, Washington. Filed June 10.

Columbia, Miss. — Southwestern Bdcstg. Co. of Mississippi, 980 kc, 500 w daytime. Estimated construction cost $9,225, first year operating cost $24,000, revenue $30,000. Principals, all equal 1/3 partners, are: Louis Alford, Phillip D. Brady and Albert Mack Smith, who are equal partners in WAPF McComb, Miss. Filed June 10.

Oxford, Ohio—Eugene Napier and Richard Plessinger, 1090 kc, 500 w daytime. Estimated construction cost $10,350, first year operating cost $23,000, revenue $27,000. Equal 50% partners are Eugene Napier, student at Stewart High School, Oxford, Ohio, and Richard Plessinger, serviceman for McFarland Radio Service, Oxford. Filed June 12.

Raymondville, Tex.—Willacy Bdcstg. Co., 1470 kc, 1 kw daytime. Estimated construction cost $23,350, first year operating cost $36,000, revenue $40,000. Principals are Kelly Bell (75%) and J. C. Stallings (25%). Mr. Bell owns KOSF Nacogdoches, Tex., and 50% of KBRZ Freeport, Tex. Mr. Stallings owns 25% of KBRZ. Filed June 2.

Keyser, W. Va.—Glacus G. Merrill, 1270 kc, 1 kw daytime. Estimated construction cost $19,970, first year operating cost $21,000, revenue $38,000. Mr. Merrill is president and treasurer of WHAR Clarksburg, W. Va. Filed June 2.

FM APPLICATIONS

Jacksonville, Fla. — WIVY Inc., 93.7 mc (Ch. 229), ERP 3.256 kw. Estimated construction cost $5,000, first year operating cost $4,800, revenue $5,000. Applicant is licensee of WIVY Jacksonville. Filed June 4.

San Mateo, Calif.—San Mateo Junior College. 91.1 mc, 10 w. Estimated construction cost $16,500. Non-commercial educational FM. Dr. Elon E. Hildreth is president of San Mateo Jr. College. Filed June 9.

TRANSFER REQUEST

KTOK Oklahoma City, Okla.—Transfer of control from O. L. Taylor Co. to Amarillo Bcstg. Co. for $225,000. Principals in transferee include: President Wendell Mayes (25%), president and major stockholder in KBWD Brownwood, Tex., and KNOW Austin; 25% owner of KFDA Amarillo; former partowner of KRIO McAllen, Tex., and WACO Waco, Tex., sold in 1949. Vice President C. C. Woodson (25%), 95% owner of *Brownwood* (Tex.) *Bulletin*, and other Texas and Florida newspapers; he has oil and gas interests in Texas; applicant for new TV outlets in Amarillo and Austin, Tex.; 25% owner of KFDA; at one time owned 50% interest in KBWD and KNOW, and 24% interest in KRIO and WACO; interest in these stations was sold by 1950. Secretary-Treasurer Charles B. Jordan (25%), with WRR Dallas for 20 years, last seven of which he was managing director; now vice president and general manager of Texas State Network and vice president of KABC San Antonio, KFJZ Fort Worth, KRIO and WACO; he is now 25% owner of KFDA. Gene L. Cagle (25%), president and general manager of Texas State Network, KABC, KFJZ, KRIO and WACO; owner of 34% capital stock of Texas State Network, which in turn owns 100% of capital stock of KABC, KFJZ, WACO and KRIO, and is applicant for new TV station in Fort Worth; he also is 25% owner of KFDA. Sale terms: $10,000 in escrow, $140,000 cash at transfer date, $75,000 promissory note to be paid off by $1,000 monthly at 4% interest.

New Program Firm

PILSBURY PUBLISHERS Inc., New York, has announced formation of a new television division called Pilsbury Productions Inc. Firm will package and distribute both live and film TV programs. It is located at 170 E. 79 St., New York. Telephone is Trafalgar 9-9208. Larry Merchant, president of the publishing firm, will be executive producer and Bob Blum, formerly of NBC, is in charge of directing and script editing. First effort, a children's program, is being shown to agencies for presentation in the fall.

APRIL-MAY FCC BOXSCORE

STATUS of broadcast station authorizations at the FCC:

	—As of April 30—			—As of May 31—		
	AM	FM	TV	AM	FM	TV
Total authorized	2,415	646	108	2,418	647	108
Total on the air	2,347	632	108	2,352	630	108
Licensed (all on air)	2,325	579	94	2,328	581	94
Construction permits	90	67	14	90	66	14
Total applications pending	976	133	644	973	125	656
Total applications in hearing	217	8	9	211	8	7
Requests for new stations	324	9	536	323	10	541
Requests to change existing facilities	209	13	53	208	16	64
Deletion of licensed stations	0	4	0	0	2	0
Deletion of construction permits	1	1	0	0	0	0

Sixth Report Taken to Court

(Continued from page 82)

which the 170-mile separation is based." It notes WLWC in its application to change from Channel 3 to Channel 4, as provided for in the Sixth Report, proposes to use a tower of only 436 ft.

"A reduction in height of only a few feet below the 1,000-foot permissible maximum would make the allocation of Channel 4 to Braddock entirely within the Commission's standards as regards interference, yet WLWC proposes to use only 44% of the maximum permissible height," the petition continues, remarking that this decision of WLWC "is obviously a proper one in view of the size of the Columbus market. It is equally unlikely that any applicant for the use of Channel 4 in the Pittsburgh area will be able prudently to use a 1,000-foot tower."

The petition explains that "the Pittsburgh metropolitan district is irregularly shaped, having a maximum length of 62 miles and a maximum width of 80.8 miles. It is illogical, unreasonable and arbitrary to fix the site of this huge metropolis at the exact pinpoint of the latitude and longitude fixed in its book by the Department of Commerce for entirely unrelated purposes."

Refusal Unjustified

"Accordingly," the petition concludes, "the refusal to allocate Channel 4 to Pittsburgh or to Braddock is entirely unjustifiable."

The petition requests the court to "remand to FCC the matter of the assignment of Channel 4 to Pittsburgh or Braddock, with instructions that by appropriate proceedings the FCC redetermine on the basis of cogent reasons particularly related to the provisions and purposes of the Communications Act of 1934 whether or not Channel 4 may be assigned to Pittsburgh or Braddock and that the Commission publish its findings, conclusions and order in the premises."

The other court appeal respecting the failure to add Channel 4 to the Pittsburgh area, filed by WLOA, contends this action was "arbitrary and capricious" because such an allocation could be made "in accordance with the Commission's Rules by changing the assignment" of WLWC from Channel 3 to Channel 10 (instead of Channel 4 as done) and changing WBNS-TV Columbus from Channel 10 to Channel 4. Separation between Braddock and the transmitter of WBNS-TV is 170 miles, the allowable minimum, the petition notes.

The WLOA petition points out that in assigning Channel 4 to WLWC, a co-channel separation of only 159.043 miles results between WLWC and WWJ-TV Detroit, whereas assigning Channel 4 to WBNS-TV would increase this less-than-minimum separation to 162.9 miles.

"Permitting sub-minimal co-channel mileage separations in favor of existing licensees and permittees—which in itself constitutes an arbitrary and unlawful discrimination in favor of existing licensees and permittees—does not legalize the Commission's proposed assignment of Channel 4 to WLWC for two reasons," the petition asserts. These are: "(1) No existing licensee or permittee is presently authorized to operate on Channel 4 at Columbus and (2) the co-channel separation of WLWC on Channel 3 (from WDTV at Pittsburgh) of 162.459 miles would be *reduced* to a co-channel separation on Channel 4 (from WWJ-TV at Detroit) of 159.043 miles."

The petition further asserts that the "standard of notice established by the Administrative Procedure Act was not met in the television rule making proceeding in view of the entire lack of correlation between the Commission's notice of the technical standards on which it proposed to base its allocation of Channel 4 to WLWC and the technical standards which is actually adopted and used in the Sixth Report. Thus, petitioner had no notice that the co-channel assignment separation for VHF channels in the Braddock-Columbus area would be 170 miles rather than 180 miles; or that 'reference points' and methods of determining distances selected by the Commission would involve distances between transmitters of existing stations and post offices of certain cities."

Lack of adequate legal notice fundamentally "derives from the failure of the Commission to adopt technical standards for television stations before requiring interested persons to plead to the Commission's proposed specific allocation table of assignments of television channels." Petitioner's right to "full and fair" notice and hearing, WLOA asserts, "was debased in this proceeding to a guessing [game] in which petitioner had, at [its] peril, to guess which of the [infinite] possible technical [standards] the Commission might adopt simultaneously with its decision on allocation of channels—and base its participation thereon [on] such a guess."

The WLOA appeal challenges [the] legality of FCC's use of "[assignment] spacing" (city - to - [city]) rather than "facility [spacing]" (transmitter - to - transmitter). WLOA argues the Sixth Report therefore "elevates administrative convenience above the substantive standards of the Communications Act and defeats the public interest."

'Reconsider Such Assignment'

The petition further challenges the legality of the FCC [order] cause order to change WLWC's Channel 3 to Channel 4 since [it] precludes comparative consideration with the mutually exclusive request for Channel 4 at [Braddock].

The petition asks the court to "set aside and determine to be invalid" the Sixth Report in so far as it denied the allocation of Channel 4 to Braddock or in so far as it modified the assignment of WLWC from Channel 3 to Channel 4. WLOA asks the court to remand the matter to FCC "with instructions to reconsider such assignment on reasonable and lawful grounds."

WISC appeals to the court respecting FCC's failure to allocate UHF Channel 21 for commercial broadcasting at Madison and failure to allocate VHF Channel 3 there for noncommercial educational use. WISC earlier had protested the inter-mixture of VHF and UHF for commercial telecasting on the ground it would preclude "truly competitive" commercial service. The other two UHF channels allocated there are Channels 27 and 33.

WISC contends FCC erroneously considered its "objections to inter-mixture" in place of the station's "comments" on the city-by-city allocation of channels at Madison and hence was denied full and fair hearing.

FCC's failure to assign VHF Channel 3 to education at Madison is attacked by WISC as being contrary to the Commission's "avowed policy" to assign VHF to education wherever possible in a major educational center. "In 21 communities the Commission has reserved a VHF channel for educational use where only one VHF channel has been assigned. These 21 communities include 16 communities in which UHF channels were available for assignment to educational use," the appeal observes. It asks that the matter be remanded to FCC for reconsideration.

Taking a position similar to that argued by WLOA, KVOL in its appeal contends the Commission violated the Administrative Procedure Act when it failed to give

ice and full hearing on its unected action assigning Channel to Alexandria, La., instead of ayette.

KVOL also attacks FCC's failure give adequate legal notice ough failure to adopt technical ndards before requiring the par- to plead to the proposed table city-by-city allocations.

Independent of considerations of ice," the petition asserts, "FCC's ion favoring Alexandria since as a population of 35,000 while ayette has only 34,000 is ar- rary and capricious."

KVOL Assertions

KVOL further asserts that Secs. (a) and 307(b) of the Commu- ations Act have been violated by C's Sixth Report since its pend- application for Channel 5 can be considered with the chan- removed.

What the Commission has done its rule making proceeding," VOL asserts, "is to prejudge the itioner's application without giv- petitioner the opportunity of senting, by means of its right- hearing, all of the facts rele- t to determining that the fa- ties requested by the petitioner uld provide a fair, efficient and itable distribution of television ilities and has decided on the is of inadequate and partial in- mation that Channel 5 should used in Alexandria rather than Lafayette."

In its appeal, WLAN contends t FCC's show cause order tching WGAL-TV from Chan- 4 to Channel 8 unlawfully de- es it of comparative hearing its application for Channel 8.

The petition notes that the mem- ndum opinion and order dis- sed WLAN's protest of the FCC posal to switch WGAL-TV to annel 8 on the ground that the test was filed before the final signment of the channel at Lan- ter and because WLAN's appli- on, in common with all pending plications, would have to be ended to conform with the new es and regulations or be dis- ised.

final assignment of Channel 8 ce was described as 30 days af- publication of the Sixth Re- t in the *Federal Register*, hence LAN could amend its applica- n and again bring up the ques- n of whether it was entitled to parative hearing with WGAL- 's "avowed respecting Channel 8, the peti- to educa n recalls from the memorandum in a majo inion of the Commission.

WLAN Argues

WLAN's appeal argues that the mmission "has arbitrarily failed ed. Thes consider all of the prayers for 16 com ief" recited by WLAN in its channel titions. "More particularly, the gnment mmission has failed to consider appeal of *matters of law* involved in peti- matter ner's requests that (1) the order econsidera show cause (re WGAL-TV) be t aside and (2) the petitioner's lar to tha plications be accorded a compar- L in its ap ve hearing prior to any assign- ission v nt of Channel 8 to WGAL Inc." Procedu LAN contends the order to give d w cause issued to WGAL-TV "is

CAPT. Willis Henry Beltz (r), former RCA engineer, takes over as director of the Naval Research Laboratory, Washington, from Capt. Frederick Raymond Furth, who, in turn, succeeds Capt. Beltz as assistant chief of the Bureau of Ships for Electronics.

invalid to the extent that it purports to decide what WGAL-TV shall operate on Channel 8, if that channel is allocated to Lancaster, in a rule making proceeding which can decide only the communities to which channels shall be assigned. Any advance decision . . . that WGAL Inc.'s subsequent applica- t'on for Channel 8 must be granted deprives any timely applicant for the same channel at Lancaster of its hearing rights under 309(a) of the Communications Act and the *Ashbacker* case."

Meanwhile, WLAN filed with FCC another petition for comparative hearing of its application with that of WGAL-TV for Channel 8. The petition also asked that WGAL-TV's license renewal application, filed in late April, be included in the proceeding.

WGAL-TV in turn filed with the Commission its opposition to the earlier WLAN petition for reconsideration. WGAL-TV asks FCC to dismiss the WLAN request "because it does not set forth a single reason which has not been previously considered by the Commission."

WGAL-TV charges WLAN "has consistently in all of its subsequent actions and pleadings misconstrued this type of proceeding and has been attempting to confuse and confound the issues."

WGAL-TV contends "it is to be noted the Commission announced at the outset that the proceeding under the show cause order" respecting WGAL-TV "was a proceeding under Sec. 303(f) and 312(b) of the Communications Act. . . . This was not a proceeding under Sec. 309."

WGAL-TV further argues that Peoples Broadcasting Co.'s petition for reconsideration, in addition to being repetitive, should be dismissed because, in part:

(a) Peoples seeks for its own peculiar and selfish reasons to discriminate against and reduce an existing licensee, WGAL-TV, with hundreds of thousands of dollars invested in its pioneering operation in television over the past several years, to the status of a new applicant for a television station. In so doing, Peoples seeks to destroy not only the large investment of WGAL-TV in television, but it also seeks to foreshadow and belittle the good-will and prestige established by the pioneering efforts of this licensee when the possibility of financial returns from television operations were vague and unknown at the outset.

(b) Peoples forgets and fails to reiterate that its own engineer when testifying in its behalf at a hearing in this proceeding, stated in substance that Peoples was not interested in pioneering a UHF channel in Lancaster if a VHF assignment was not available. . . . Instead of seeking UHF Channel 21 now available . . . Peoples prefers to: (1) adhere to the policy announced in the testimony of its engineer; (2) reiterate its untenable position now finally determined by the Commission as moot and (3) continue to harangue and harass an existing and pioneering licensee in television, WGAL-TV.

(c) The prayer of Peoples is for a reconsideration of the Sixth Report and Order, as well as the Memorandum Opinion and Order. . . . Nowhere in the petition does Peoples set forth any facts or reasons outlining the necessity or propriety for the reconsideration of the entire Sixth Order of the Commission, with its many ramifications and allocations covering the whole country. Peoples request for a reconsideration of the entire Sixth Order by the Commission without any cited reasons therefore is too frivolous to be worthy of serious consideration.

Alexandria Broadcasting Co., new TV applicant at Alexandria for Channel 11, in its opposition and request for dismissal of the petition for reconsideration filed by KVOL, argues that if KVOL has any right to have its application for Channel 5 acted upon, then Alexandria has equal right to consideration of its bid for Channel 11. The Sixth Report deleted Channel 11 from Alexandria, substituting Channel 5.

Alexandria Broadcasting, answering KVOL's claim of no prior notice to the channel changes, observes, "There is no legal requirement of identity between proposed regulations and the regulations as finally adopted. Such a requirement would defeat the very purpose of the rule-making proceeding."

Petitions FCC

Since KVOL did not file comments on the allocation proposals within the deadlines set by FCC, Alexandria Broadcasting comments that KVOL appears to have "overstated its claim to procedural rights."

Meanwhile, the State Radio Council of Wisconsin, through Gov. Walter J. Kohler Jr., last week petitioned FCC to amend its allocation of VHF Channel 3 at Madison so as to reserve the lone VHF facility for noncommercial, educational use rather than UHF Channel 21 [B•T, June 9]. It is the first of five petitions to seek reserved allocation of VHF channels for educational use also at Eau Claire, Green Bay, LaCrosse and Wausau. UHF channels are reserved in those cities now.

In a brief, supplemental petition to its earlier request for reservation of Channel 3 rather than Channel 21, WISC last week also points out that "the open and forceful statement of its position by the State of Wisconsin now brings its participation in these proceedings into full accord with the Commission's announced allocation policy" to reserve VHF channels where possible in major educational centers.

In other quarters, more educators were reported working toward use of reserved channels. On Tuesday, joint sponsorship by several counties of an educational TV station in Tampa, Fla., where Channel 3 is reserved, was explored by educators. Principal speaker was Dr. I. Keith Tyler, Ohio State U., JCET member.

One plan drafted by a committee under the chairmanship of Denton L. Cook, supervisory principal of Plant City schools, calls for establishment of a five-county program to divide the costs among the respective counties. Construction cost was estimated at about $250,000 with operating costs per year ranging from $50,000 to $250,000 depending on the hours of operation.

A similar area meeting was held among local educational representatives in Milwaukee on June 3 while a like session is planned at Baltimore June 19.

More than 100 Iowa educators met June 9 at the WOI-TV studios on the Iowa State College campus at Ames to further explore the utilization of television in enriching the school curriculum. The conference was sponsored by WOI-TV in cooperation with the Iowa Department of Public Instruction.

Martha Gable, director of radio and TV education in the Philadelphia public schools; Dr. Franklin Dunham, chief of radio and television, U. S. Dept. of Education, and Richard B. Hull, Radio-TV director of Iowa State College, were featured speakers. Miss Gable also produced a demonstration telecast similar to those used in the Philadelphia school system.

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McCONNELL SAYS TV RIGHTS ARE CLEAR

NBC PRESIDENT Joseph H. McConnell, in Friday evening address before North Carolina Bar Assn. at Wrightsville Beach, N. C., urged legal profession to use its great influence to oppose any restrictions on television reportage of matters of public interest. Mr. McConnell said he recognized that there are proceedings which "should be held in closed sessions to protect the national interest or private rights.

"But," he declared, "where the public is physically admitted, we must assume that public attendance is proper. In these cases the only limitation on the number of people who can attend is a physical limitation. Television gets rid of this limitation. It permits everyone to attend. And we must stand on the basic principle that wherever the public is admitted the television camera should be admitted, so that all can see."

WMAW NOW WCAN

WMAW Milwaukee has become WCAN, with approval of FCC. Following transfer of station May 15, call letters of 5 kw regional were shifted. Station, ABC affiliate, operating on 1250 kc, was sold by Midwest Broadcasting Co. stockholders, headed by Clifford Randall, to group headed by Alex Rosenman, formerly vice president of WCAU Philadelphia, and Lou Poller, owner of WPWA Chester and part owner of WARL Arlington, for $235,000. Mr. Rosenman has taken over active direction of station as president and general manager. He replaced Jack Bundy, who resigned.

'LUCY' BEATS WALCOTT

MILLION and half people in Chicago in 500,000 homes saw Charles-Walcott fight, which earned rating of 43.4, according to June Videodex. First hour rating of 46 slumped to 33.1 after picture and sound were lost. Also in Chicago, Gen. Eisenhower had 3 rating on Tuesday morning press conference from Pentagon, 12.8 on Wednesday night Abilene speech, and 7.2 on Thursday morning press conference. Chicago top 10 for June were: *I Love Lucy*, 50.5; Charles-Walcott fight, 43.4; *What's My Line*, 37.3; boxing on Wednesday night, 36.2; Red Skelton, 36.1; *Talent Scouts*, 35.2; *Godfrey & Friends*, 34.4; *My Friend Irma*, 27.1; *The Web*, 26.5; *Strike It Rich*, 26.1.

MARYLAND-D. C. STATIONS HOLD SPRING MEETING

MEMBERS of Maryland-District of Columbia Broadcasters Assn. opened two-day spring meeting Friday at Ocean City, Md., with 60 members and wives attending.

Jack Surrick, WFBR Baltimore, president of association, said medium hasn't even scratched surface of promotional potentialities in showing advertisers value of medium. He compared broadcast advertising to promotional job done by newspapers and magazines. Describing work of new association, he said it obtained passage of bill giving some measure of libel protection in political talks but added that political maneuvering had softened bill somewhat in legislature.

PEOPLE..

J. E. BAUDINO, vice president and g... manager, Westinghouse Radio Stations ... elected to BMI Board to serve until Oc... completing unexpired term of late Walte... Evans, WRS president at time of his d... May 28 [B•T, June 2].

RICHARD ASH, formerly with Getsch... Richard and Blaine Thompson Co., N. Y. ... vertising agencies, has joined McGraw A... that city, radio & TV program producers ... co-partner in charge of sales.

SYDNEY JURIN has been named natio... sales manager for Majestic Radio & Telev... Div. of Wilcox-Gay Corp., N. Y., having ... merly served with Pilot Radio Corp. and ... Tone Radio Corp. in similar capacity. To ... charge of sales of company's radio and T... receivers, Mr. Jurin, along with Harold ... bach, Majestic vice president, has ... seven-week tour of major TV markets to p... mote summer sales.

JAY RUSSELL, formerly DuMont TV ... work publicity director in Pittsburgh, ... joined Sidney Koretz & Co., Newark agen... as director of radio-TV.

WILLOUGHBY (BILL) WALSH, staff mem... ber of DuMont TV Network's accounting ... partment since 1947, named network purchas... agent, succeeding late Roy Skaar.

ROLAND P. S. CAMPBELL, product ma... ager in charge of Post Cereals sales ... advertising, division of General Foods, ... Andrew Jergens Co., Cincinnati, in charge ... Jergens and Woodbury advertising and pub... relations.

WILLIAM F. MILLER, for past year Ne... York sales representative for CBS-owne... KMOX St. Louis, named general sales manage... of network's WCBS New York, effecti... today (Monday).

Progressive Party Challenges Sponsored Political Coverage

LEGALITY of sponsorship of radio-TV political coverage challenged by Progressive Party Friday in letters sent to FCC and to Attorney General McGranery. Letters also accused networks of discriminating against third party—they've scheduled 96 hours' coverage for each of major party conventions and 15 minutes for Progressives', spokesmen claimed —and asked FCC to act before Progressives convene July 4, 5, 6 (also see early story page 29).

Citing Westinghouse sponsorship of CBS Radio-TV convention coverage, Philco's on NBC radio and TV, and Admiral's on ABC radio-TV, C. B. Baldwin, party secretary, told attorney general that "sponsoring of these programs" violates Federal Corrupt Practices Act, and that "the conduct of these corporations constitutes a violation" of Hatch act. Corrupt practices act, he said, forbids this type of contributions or expenditure "in connection with" a "political convention" . . . held to select candidates. Hatch act, he continued, forbids purchase of goods or advertising if proceeds of purchase "directly or indirectly inures to the benefits of . . . any candidate . . . or any political committee or other political organization." Mr. Baldwin asserted:

"It is perfectly evident that the sponsorship of these programs by these corporations, thus making such extensive coverage of the convention possible, will inure to the benefit of both the candidates and the political organizations involved."

Mr. Baldwin also said "it is our understanding that there is an implicit condition in the contract between the networks and these advertisers that coverage on this program be given only to the views and candidacies of those on the Republican and Democratic ticket, and that no coverage be afforded to the Progressive Party and its candidates." Such condition, he told FCC, would violate political broadcast section of Communications Act.

Letter to attorney general, asking "investigation and prosecution," named NBC, CBS, and ABC networks and their respective convention sponsors. Letter to FCC, charging "discrimination," said "all of the major networks" had announced plans for full coverage of Republican and Democratic conventions b... that Progressives' convention will suffer "vi... tual blackout" unless present coverage pla... are changed.

David Rein, Progressives' Washington a... torney, said party's reliance on equal-oppo... tunity requirement of Communications Act g... strong support from FCC's recent decision u... holding demand of William R. Schneider, S... Louis attorney, who had entered New Hamp... shire and Oregon preferential primaries a... candidate for GOP Presidential nominatio... for time on CBS Radio Network [B•T, Jun... 9, 2]. CBS Radio announced Friday its *Presi... dential Profiles* series would be extended on... week to permit broadcast by Mr. Schneid... (Thurs., 10:30-11 p.m. EDT).

In other political coverage developments... Robert C. Doyle, ABC producer and director... was named executive producer for pooled pol... tions of Democratic and Republican conventio... pickups. He will be assisted by TV directo... named by each TV network covering conclave...

Meanwhile, United Press announced tha... whereas, final details are yet to be worked ou... UP's coverage of Chicago conventions will ca... for "record strength" staffing.

News for television station members will b... filed over special TV script wire, with fil... coverage by United Press Movietone News ... be processed specially in on-scene plant (s... story, page 95).

TRUMAN STATISTICS

CAPITAL confusion hit new high last week when President Truman, answering news conference query on stumping plans, said U. S. has *47 million TV sets.* This tops B•T circulation figure by 30 million receivers. Wrapping it up, Chief Executive said TV ownership shows how prosperous nation has been in last few years.

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